



**DYNASTY**

**BEVERLY HILLS** *Cop*



# MAD

No. 256 JULY 1985 OUR PRICE \$1.25 CHEAP



07  
70989-33230  
FREE WITH THIS ISSUE OF MAD!  
THIS FINE MINATURE ABSTRACT  
PAINTING READY FOR FRAMING!



WHAT SAFE, CHEAP  
"STAR WARS"  
TECHNOLOGY WOULD  
WE LIKE TO  
SUGGEST TO THE  
PENTAGON?

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Everyone's arguing about the merits of "Star Wars" space weapons. To find out what the only intelligent solution really is, fold page in as shown in diagram at the right.

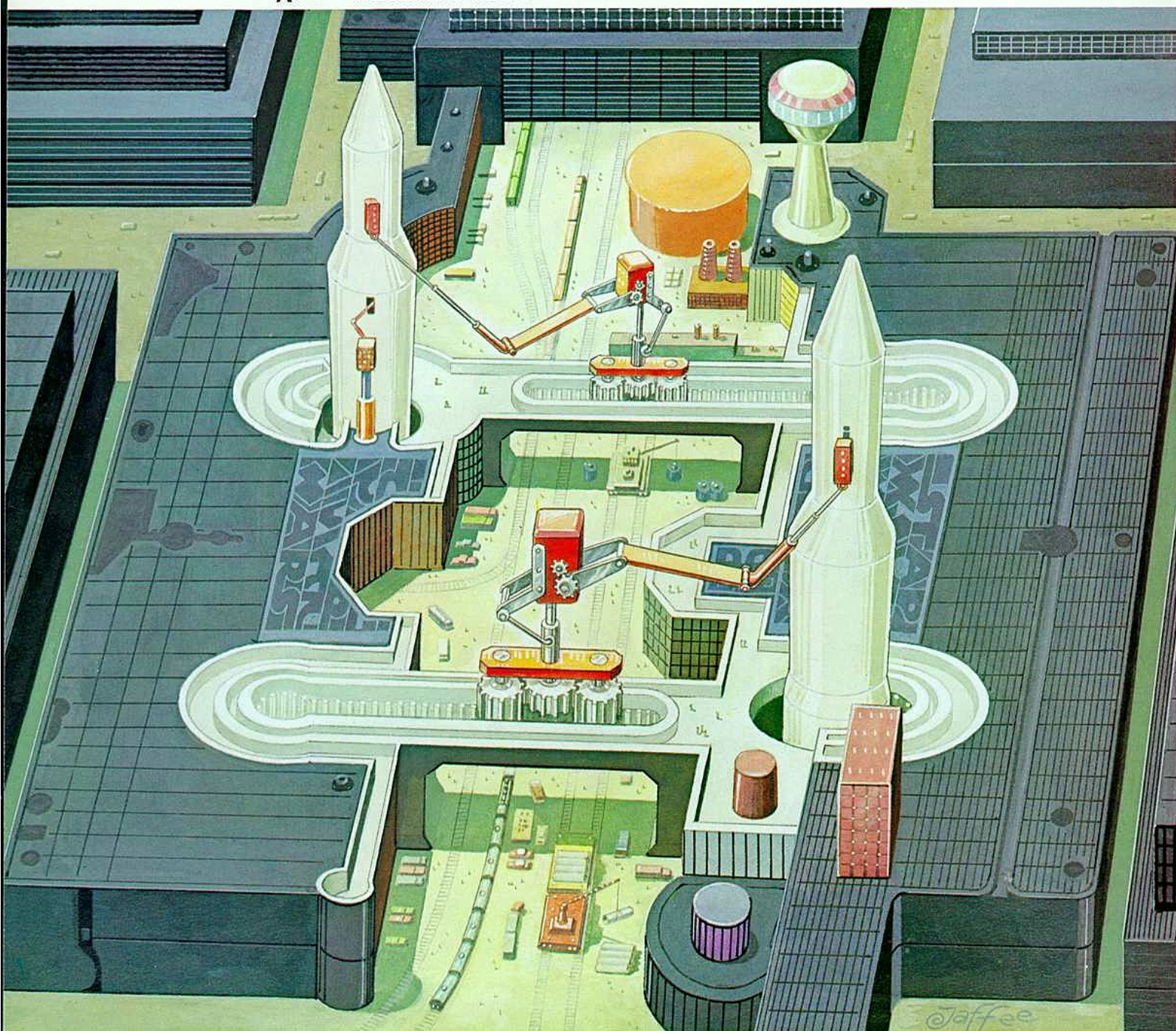


FOLD PAGE OVER LIKE THIS!

A►

FOLD BACK SO "A" MEETS "B"

◄B



ARTIST & WRITER:  
AL JAFFEE

REAGAN ADMINISTRATION MILITARY PLANNERS WANT  
THEIR SCIENTISTS TO CREATE WEAPONS IN SPACE  
TO DESTROY ENEMY MISSILES OVER OUR LANDSCAPE

A►

◄B



# MAD

WILLIAM M. GAINES *publisher*

NICK MEGLIN, JOHN FICARRA, ALBERT B. FELDSTEIN *editors*  
LEONARD BRENNER *art director* TOM NOZKOWSKI *production*

CHARLIE KADAU, JOE RAIOLA *editorial assistants*

DICK DE BARTOLO *creative consultant*

GLORIA ORLANDO, SARA FOWLER, M.C. GAINES *subscriptions*

JACK ALBERT *lawsuits* ANNE GRIFFITHS *logistics*

CONTRIBUTING ARTISTS AND WRITERS

*the usual gang of idiots*

## DEPARTMENTS

### A FACE ONLY A MUGGER COULD... DEPARTMENT

The MAD "Goetz Mask" ..... 35

### BERG'S-EYE VIEW DEPARTMENT

The Lighter Side Of ..... 20

### BLANKING IN THE DARK DEPARTMENT

Porn In The U.S.A. (A MAD Song Parody) ..... 19

### CANVASSING BUSINESS DEPARTMENT

If Advertisers Made Use Of The Old Masters ..... 28

### CRASH COURSE DEPARTMENT

The MAD Practical Driving Test ..... 32

### DON MARTIN DEPARTMENT

One Fine Sunday Afternoon In The Jungle ..... 10

One Fine Tuesday Morning Uptown ..... 25

One Fine Friday Evening Downtown ..... 42

### FOR BETTOR OR WORSE DEPARTMENT

Raising Money With Other Forms Of Legalized Gambling ..... 14

### GETTING TOO BIG FOR ITS BITCHES DEPARTMENT

Die-Nasty (A MAD TV Parody) ..... 4

### HEAVING CAN'T WAIT DEPARTMENT

The Potrzebie Maneuver ..... 16

### LAGER HEADS DEPARTMENT

If The Miller Lite Gang Ever Ran The Country ..... 38

### LETTERS AND TOMATOES DEPARTMENT

Random Samplings Of Reader Mail ..... 2

### MARGINAL THINKING DEPARTMENT

"Drawn Out Dramas" By Sergio Aragones ..... \*\*

### MURPHY'S FLAW DEPARTMENT

Beverly Hills Cop-out (A MAD Movie Satire) ..... 43

### RINGSNIDE SEAT DEPARTMENT

The MAD Wrestling Primer ..... 11

### SHELF ABUSE DEPARTMENT

MAD's Trendy Book Of The Month Club ..... 26

### TIPS FOR ZIPS DEPARTMENT

Pastimes For Nerds ..... 36

### WHYS UP DEPARTMENT

MAD's Really Perplexing Mysteries Of Life ..... 40

\*\*Various Places Around The Magazine

COVER ARTIST: RICHARD WILLIAMS

COVER IDEA: AL JAFFEE

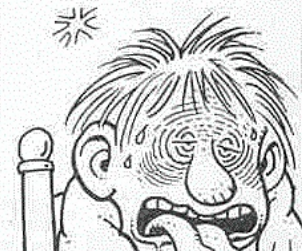
## VITAL FEATURES

DIE-NASTY  
(A MAD  
TV  
SATIRE)  
Pg. 4



THE  
MAD  
WRESTLING  
PRIMER  
Pg. 11

THE  
POTRZEBIE  
MANEUVER  
Pg. 16



PORN  
IN THE  
U.S.A.  
(A MAD  
SONG  
PARODY)  
Pg. 19

THE  
LIGHTER  
SIDE  
OF...  
Pg. 20

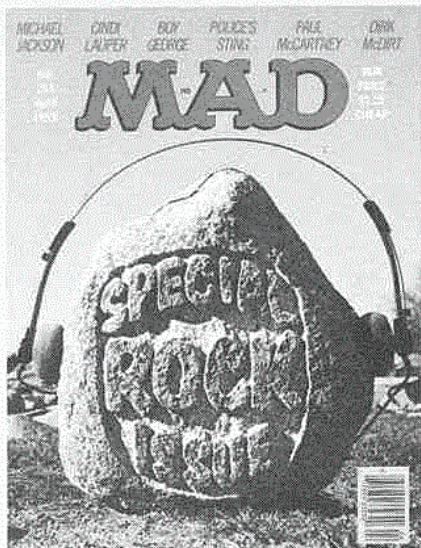


BEVERLY  
HILLS  
COP-OUT  
(A MAD  
MOVIE  
SATIRE)  
Pg. 43

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 Madison Avenue, New York, NY 10022. Second class postage paid at New York, NY and at additional mailing offices. Subscription in U.S.A.: 8 issues \$10.00 or 24 issues \$25.00 or 40 issues \$39.00. Outside U.S.A.: 8 issues \$12.00 or 24 issues \$30.00 or 40 issues \$47.00. Entire contents copyright © 1985 by E.C. Publications, Inc. Allow 10 weeks for change of address to become effective, and include mailing label when making change of address or inquiring about your subscription. POSTMASTER: send address change to MAD, 485 Madison Avenue, New York, NY 10022. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.



## SPECIAL ROCK ISSUE



After being inspired by issue #254, I decided to watch some MTV. As I was watching the music news, Martha Quinn began talking about your special rock issue! Why don't you take the hint and produce your own music video? Maybe you could get a top 40 hit!

Russell Howze  
Travelers Rest, SC



## CINDI, CINDY, CYNDI

I just red issue #254 and wuz disappointed. Wi, you ask? Becawze of the constunt misspelling of Cyndi Lauper's name! The cuver reeds "Cindi", WRONG! Page fore reeds "Cindy", WRONG again! Pleeze note: all of the above misspelled wurdz are to give your staff a taste of their own medicine!

Charles Eierdam  
Tucson, AZ

## MAD ESP - IN REVERSE?

Funny how the cover of your Special Rock Issue (MAD #254) looks like our station's logo, which is 4 years old. Please send me a sample of "The MAD Minute" for my station.

Cathy Grahn  
WFYV-FM  
Jacksonville, FL



## "BOYS JUST WANNA BE GEORGE"

In Tom Hachtman's "Boys Just Wanna Be George" you forgot one: Boy Georgia. My sketch is enclosed.

Dan Augustine  
Utica, MI



BOY GEORGIA?

## RONALD E. REAGAN

I thought you'd like to see this cartoon from the "Boston Globe" (3/3/85).

Sean Doyle  
West Newbury, MA



"What? Me worry?"

## ALFRED?

I give up! On the cover of your Special Rock Issue, where is Alfred? Under the rock? Behind the rock? Or covered by the ugly U.P.C. symbol?

June Berry  
Murphys, CA

## MUSIC CRITIC

Frank Jacobs' "MAD's Aptitude Test #7: Will You Make A Good Rock Star?" would be annoying if it weren't so pathetic. Jacobs enjoys thinking that all rock stars are worthless zombies with no talent, but this is not accurate. Some rock stars—Elvis Costello and Roger Waters, for example—are important artists creating very good music.

H. Baker  
Denver, CO



# TWO FOR THE PRICE OF BOTH!!!

OR

JUST TAKE THIS ALL-NEW MAD PAPERBACK BOOK FOR ONE-HALF THE PRICE OF BOTH!

OR

ORDER THIS BRAND NEW MAD ANTHOLOGY FOR THE OTHER HALF OF THE PRICE OF BOTH!

ON SALE NOW AT YOUR FAVORITE BOOKSTORE... OR YOURS BY MAIL

Dear MAD: I can't afford to pass up this misleading offer!



PLEASE SEND ME  
"THE MAD SELF-  
IMPROVEMENT YEARBOOK."



PLEASE SEND ME  
"THE PLAID MAD"

**MAD**

485 MADison Ave. New York, NY 10022

NAME.....

ADDRESS.....

CITY..... STATE..... ZIP.....

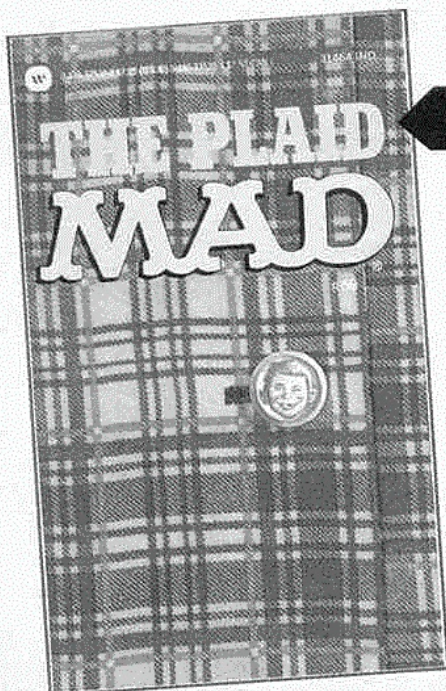
Allow 10 weeks for delivery.  
Outside the U.S., add  
15% extra.

I ENCLOSE \$2.25 FOR EACH  
(Minimum Order: \$6.75)

ALSO PLEASE SEND ME THESE  
OTHER BOOKS I'VE CHECKED.

- ☐ Monster MAD
- ☐ DON MARTIN Captain Klutz II
- ☐ DAVE BERG Looks at the Neighborhood
- ☐ 6th Case Book on SPY vs. SPY
- ☐ MAD Sex, Violence & Home Cooking
- ☐ Snappy Answers to Stupid Questions #5
- ☐ MAD's Successful Dog
- ☐ EDWING MAD Variations
- ☐ MAD Goes to Pieces
- ☐ MAD Tells It Like It Is Book
- ☐ PORGES Cheap Shots
- ☐ Coker MAD Pet Book
- ☐ A MAD Look at the 50's
- ☐ More MAD Marginals

We cannot be responsible for cash  
lost or stolen in the Mails. Check  
or Money Order Preferred!





## THE MAD MINUTE

As we've been saying all along, "The MAD Minute" is an ongoing series of (alleged) funny radio routines performed by MAD writer Dick DeBartolo. Some of the stations who now have the Minute are listed below. If your favorite station isn't playing it yet, send us their name and address, and we'll send them the tape. Send the station's name and address to: The MAD Minute, c/o MAD Magazine, 485 MADison Ave., New York, NY 10022

**LOUISIANA**  
WYRR, Baton Rouge  
WAFB, Baton Rouge

**ARKANSAS**  
KLJA, Little Rock  
KATY, Little Rock

**OKLAHOMA**  
KAAT, Oklahoma City  
KOMA, Oklahoma City  
KTOK, Oklahoma City  
KOFM, Oklahoma City  
KEBS, Oklahoma City

**TEXAS**  
KAGB, Bryan  
KTAM, Bryan  
KBUT, Amarillo  
KXZ, Amarillo  
KFMX, Lubbock  
KXAM, Lubbock  
KFYO, Lubbock

**SOUTH CAROLINA**  
WAIM, Anderson

**GEORGIA**  
WGST, Atlanta

**FLORIDA**  
WKIS, Orlando  
WHOO, Orlando  
WBW, Orlando  
WMSG, Clearwater  
WKXY, Sarasota  
WSPB, Sarasota  
WWZZ, Sarasota

**OHIO**  
WTNS, Coshocton  
WREW, Cleveland  
WERE, Cleveland  
WKSX, Cleveland  
WGAR, Cleveland

**NORTH CAROLINA**  
WSJS, Winston Salem  
WSMX, Winston Salem  
WKZL, Winston Salem

**NEW YORK**  
WGFB, Plattsburgh  
WCMS, Rochester

**ILLINOIS**  
WDCB, Glen Ellyn  
WCGO, Chicago Heights  
WHD, Chicago  
WLUP, Chicago

**MISSOURI**  
KIRX, Kirksville

**NORTH DAKOTA**  
KNIX, Grand Forks

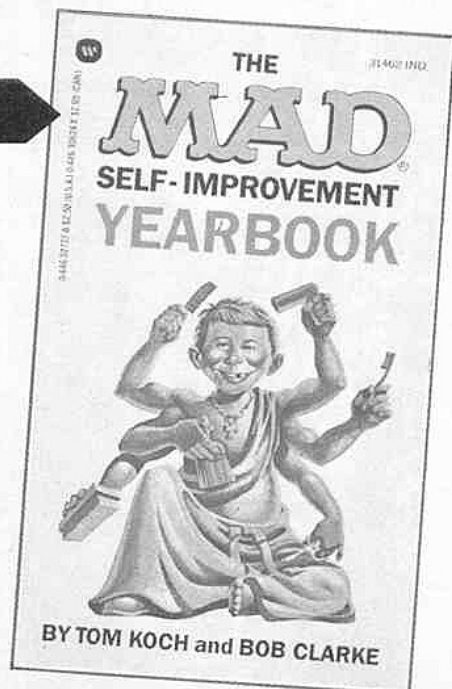
**WISCONSIN**  
WGFM, Milwaukee

**MONTANA**  
KOYN, Billings  
KBMY, Billings  
KGHL, Billings  
KAAC, Great Falls  
KEJN, Great Falls  
KBLL, Helena  
KCAP, Helena  
KGEZ, Kalispell



Please Address All Correspondence To:  
MAD, Dept. 256, 485 MADison Avenue  
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless a self-addressed envelope with correct postage is included!



# SAVE MONEY

## AND RECEIVE

# FREE GIFTS!

## WHEN YOU

# SUBSCRIBE TO

# MAD

AN INCREDIBLE OFFER FROM MAD PUBLISHER  
WILLIAM M. GAINES

"THE CHEAPEST MAN IN THE WORLD"

WITH A 40 ISSUE SUBSCRIPTION

**YOU SAVE \$11.00**

AND GET 7 FREE MAD PAPERBACKS!\*

(\*OF OUR CHOICE)

WITH A 24 ISSUE SUBSCRIPTION

**YOU SAVE \$5.00**

AND GET 3 FREE MAD PAPERBACKS!\*

(\*OF OUR CHOICE)

WITH AN 8 ISSUE SUBSCRIPTION

**YOU SAVE NOTHING**

AND WE GET TO KEEP OUR CRUMMY PAPERBACKS!

----- USE COUPON OR DUPLICATE -----

☐ I enclose \$39.00<sup>†</sup>. Please enter my name on your subscription list and mail me the next 40 issues... PLUS MY 7 FREE MAD PAPERBACK BOOKS!

☐ I enclose \$25.00<sup>†</sup>. Please enter my name on your subscription list and mail me the next 24 issues... PLUS MY 3 FREE MAD PAPERBACK BOOKS!

☐ I enclose \$10.00<sup>†</sup>. Please enter my name on your subscription list and mail me the next 8 issues... TELL WILLIAM M. GAINES HE KNOWS WHAT HE CAN DO WITH HIS LOUSY FREE MAD PAPERBACK BOOKS!



485 MADison Avenue  
New York, New York 10022

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_ HAT SIZE \_\_\_\_\_

<sup>†</sup>Outside U.S.A. (including Canada), \$12.00 for 8 issues or \$30.00 for 24 issues or \$47.00 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!



## GETTING TOO BIG FOR ITS BITCHES DEPT.

Who is the most popular family in America? We'll give you a hint. The head of the family is a rugged, handsome guy who is in great shape for his age. He's married to an attractive caring woman, and his first wife wasn't exactly chopped liver! He has more trouble with his children than he does with the vast empire he governs. No, dummy, we're not talking about the Reagans! We're talking about the first family of night-time soaps—the Curringtons! Boy, do they have problems! Mainly, idiotic characters and ridiculous, unbelievable scripts. But do they care about these problems! Nah! Because the thing of it is, when you're a member of the Currington family, you are born rich, you live mean and...

In case you don't read *Playboy*, let me introduce myself. I'm **Alecchis Currington Cloddy**. I'm **wealthy, sexy and rotten to the core!** I have two ambitions—to have as many lovers as I do dresses, and to **destroy** my miserable ex-husband!

That's me, **Flake Currington**. I'm a self-made **billionaire**. Do not let my charm fool you! I'm more **ruthless** than J.R.! I've been known to **lie, cheat and kill...** and that was just in a game of Trivial Pursuit!

I'm **Krysdull**, the **faithful** wife of Flake. **How faithful?** I've had only **two** affairs since we've been married. Around here, that makes me practically a **living saint!**

I'm **Sieve**. Flake and **Alecchis** are my **parents**, which explains why I'm so **screwed up!** I used to be **gay**, then I was in an oil rig explosion. I got a **new face** and went **straight**. I've got a wife, a son and I use **Brut** every day!

I'm Sieve's wife, **Claustrophobia**. If you think Sieve is a **sexual basket case**, just wait a couple of years until our son reaches **puberty!**

I'm Sieve's long-lost brother, **Adumb**. Now that I'm back with the Curringtons I've become involved in the **usual** family doings: **drugs, rape and incest!**

I'm **Fallen Currington**. I'm a **nymphomaniac**, which means I like to make out a lot. My being here is going to surprise a lot of people... since I'm **supposed to be dead!**

My name is **Diminque Denver-eaux**. **Flake** is my **brother!** **Surprise!** I'm beautiful, rich, and **devious**. I'm out to **destroy** Flake. I'm proud to be a much needed TV role model for **black children** everywhere.

STIFF PROPOSITION

QAT DRUCKER



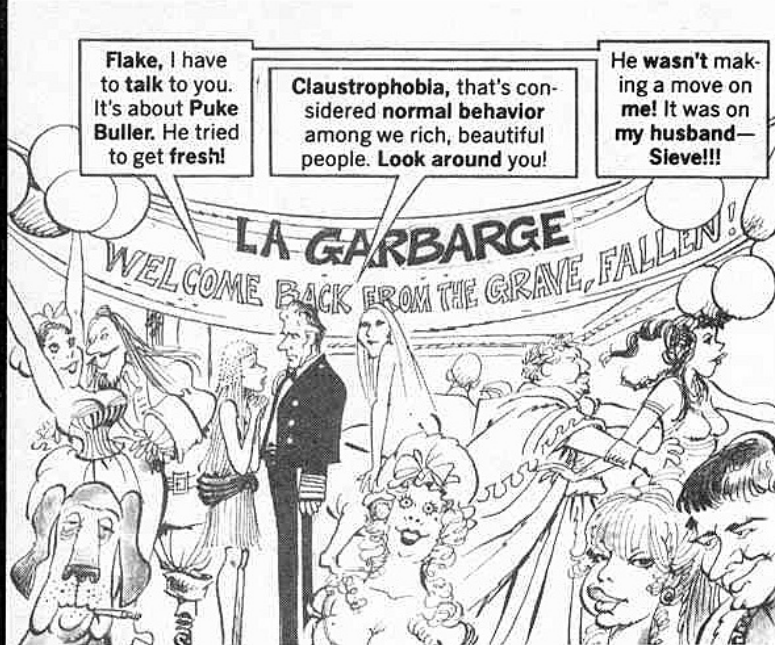
# DIE-NASTY

ARTIST: MORT DRUCKER

WRITER: LOU SILVERSTONE



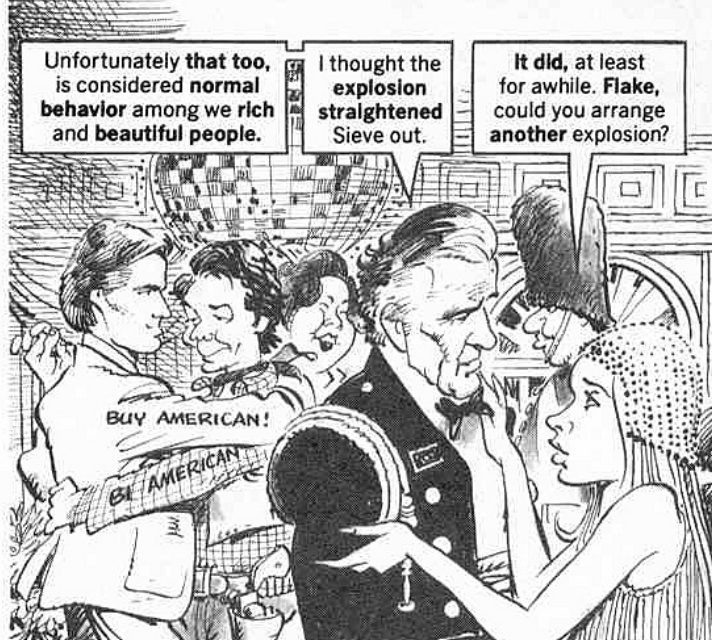




Flake, I have to talk to you. It's about Puke Buller. He tried to get fresh!

Claustrophobia, that's considered normal behavior among we rich, beautiful people. Look around you!

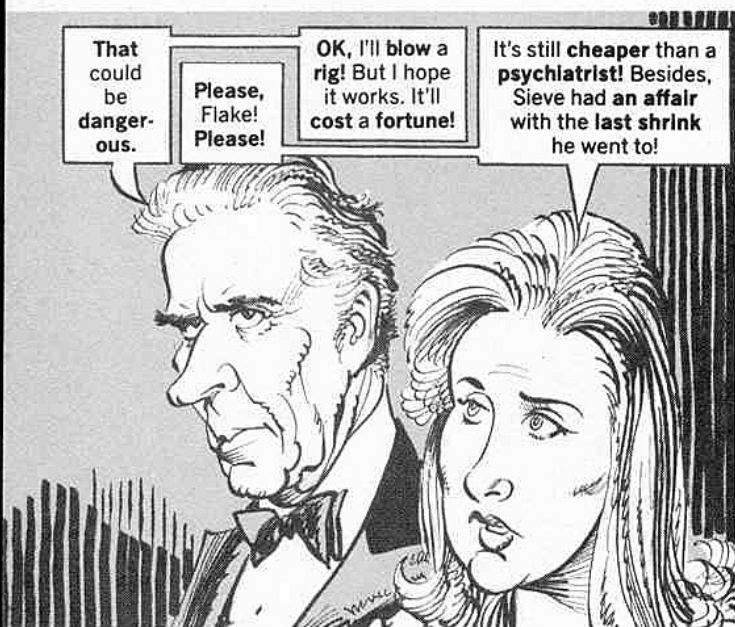
He wasn't making a move on me! It was on my husband—Sieve!!!



Unfortunately that too, is considered normal behavior among we rich and beautiful people.

I thought the explosion straightened Sieve out.

It did, at least for awhile. Flake, could you arrange another explosion?

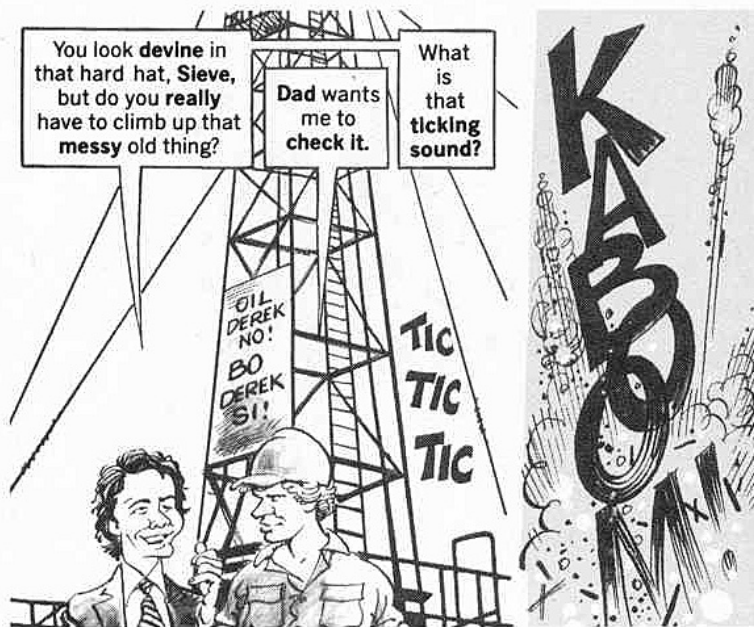


That could be dangerous.

Please, Flake! Please!

OK, I'll blow a rig! But I hope it works. It'll cost a fortune!

It's still cheaper than a psychiatrist! Besides, Sieve had an affair with the last shrink he went to!



You look devine in that hard hat, Sieve, but do you really have to climb up that messy old thing?

Dad wants me to check it.

What is that ticking sound?

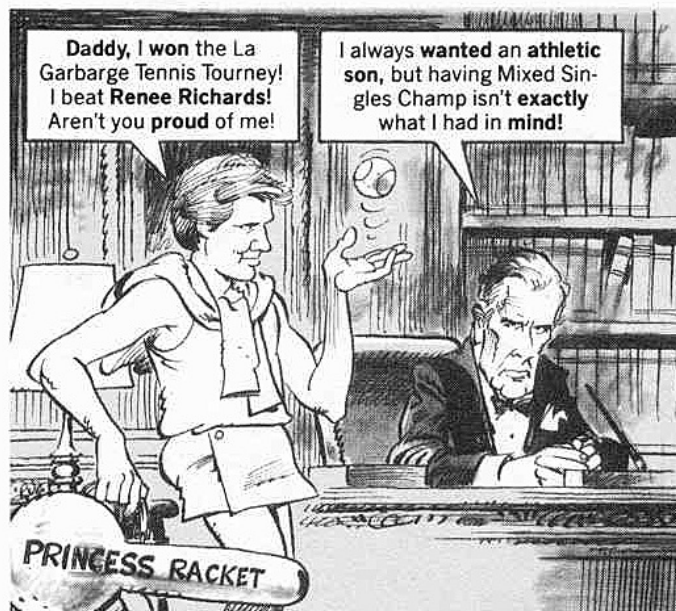


Flake, I've got some dreadful news. You used too much TNT!

Was Sieve killed?

No, but he's changed again. He now wears unisex cologne.

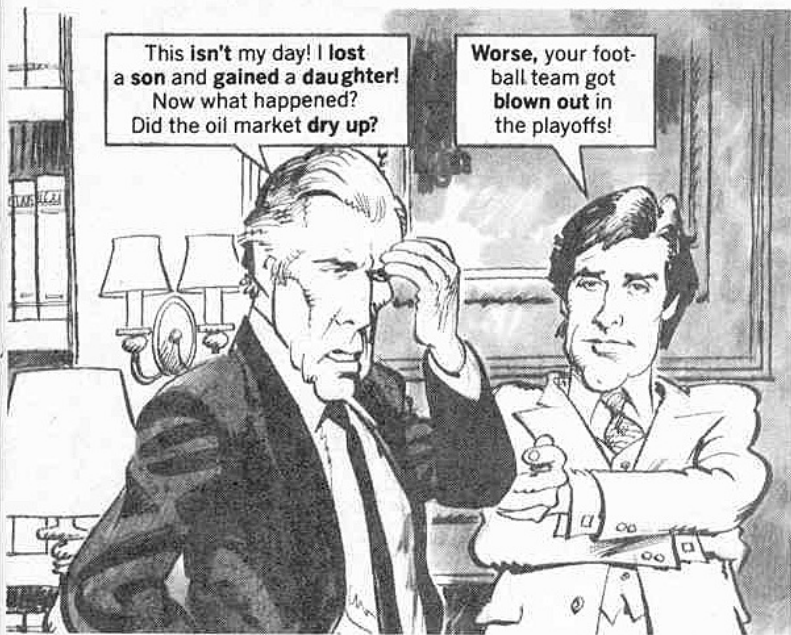
Flake, Sieve is no longer your son! He's now your daughter!



Daddy, I won the La Garbarge Tennis Tourney! I beat Renee Richards! Aren't you proud of me!

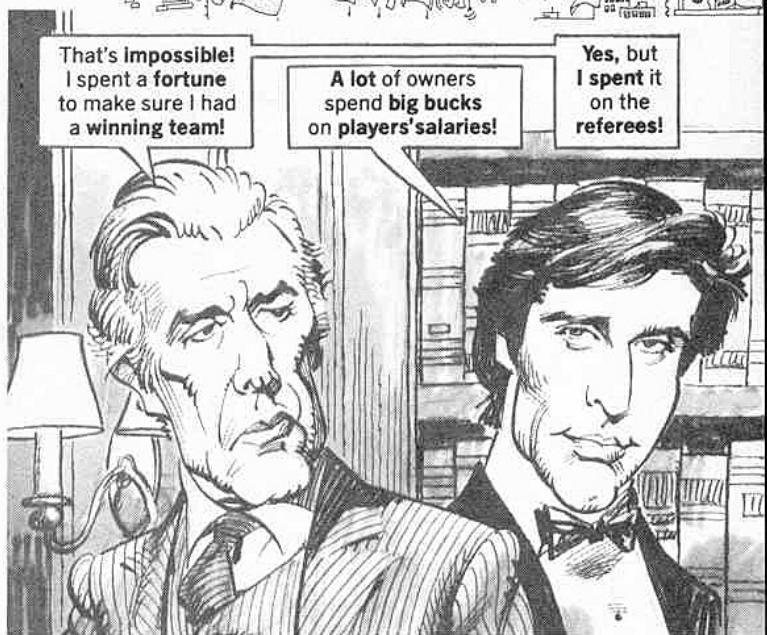
I always wanted an athletic son, but having Mixed Singles Champ isn't exactly what I had in mind!





This isn't my day! I lost a son and gained a daughter! Now what happened? Did the oil market dry up?

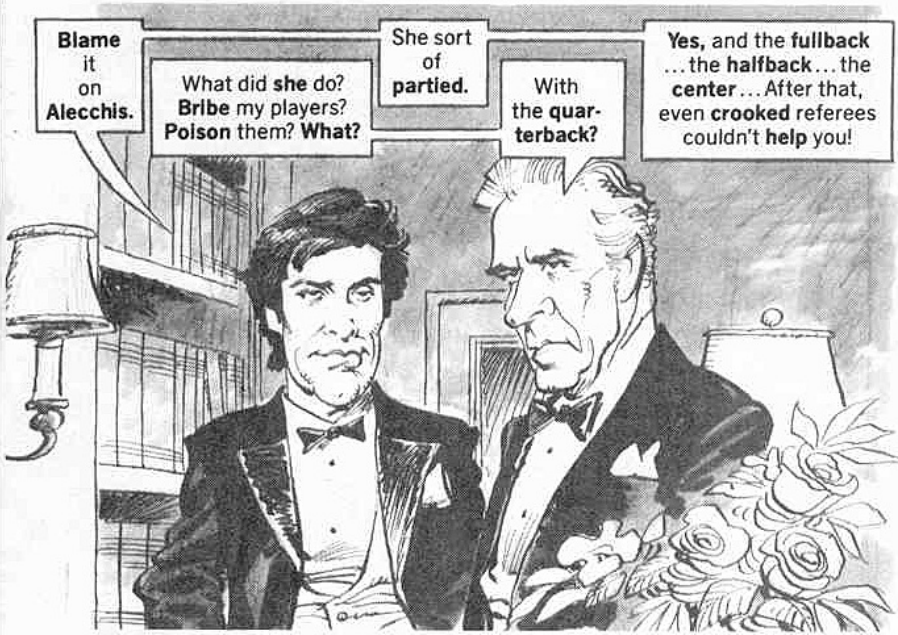
Worse, your football team got blown out in the playoffs!



That's impossible! I spent a fortune to make sure I had a winning team!

A lot of owners spend big bucks on players' salaries!

Yes, but I spent it on the referees!



Blame it on Alecchis.

What did she do? Bribe my players? Poison them? What?

She sort of partied.

With the quarterback?

Yes, and the fullback... the halfback... the center... After that, even crooked referees couldn't help you!



I'll get even! Those wetlands Alecchis is trying to get, I'll outbid her!

But there's no oil there!

I don't care! Mortgage my house! Return those empty deposit bottles out back! I want that land! I want revenge whatever the cost!



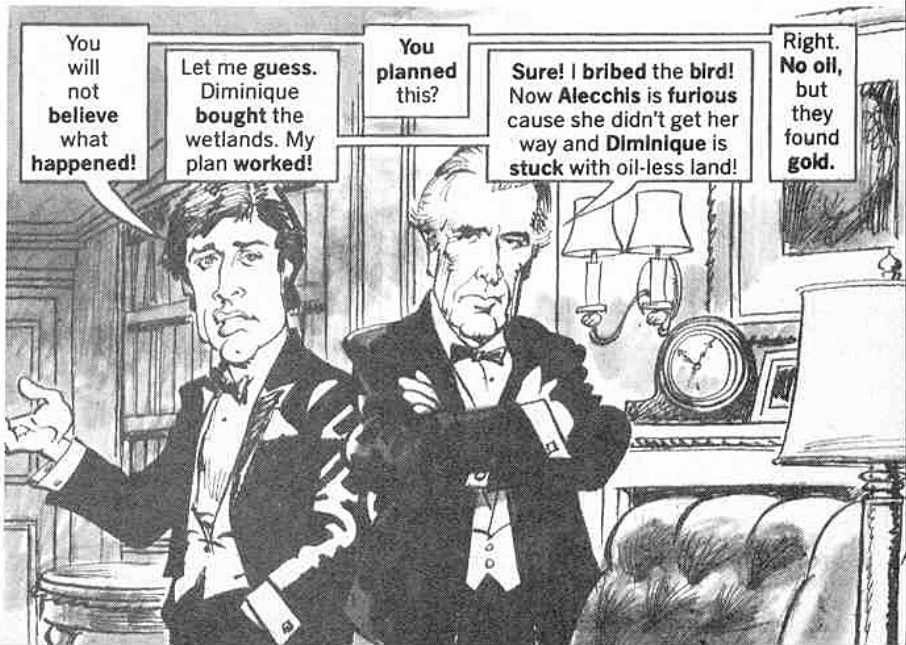
Diminque, my source says Flake is after those wetlands. There must be oil there!

How reliable is your source?

It's the bird! I planted it in Flake's office!

I'd trust a BLACKBIRD more! OK! Go for it!

I WANT THAT LAND!  
I WANT THAT LAND!



You will not believe what happened!

Let me guess. Diminque bought the wetlands. My plan worked!

You planned this?

Sure! I bribed the bird! Now Alecchis is furious cause she didn't get her way and Diminque is stuck with oil-less land!

Right. No oil, but they found gold.

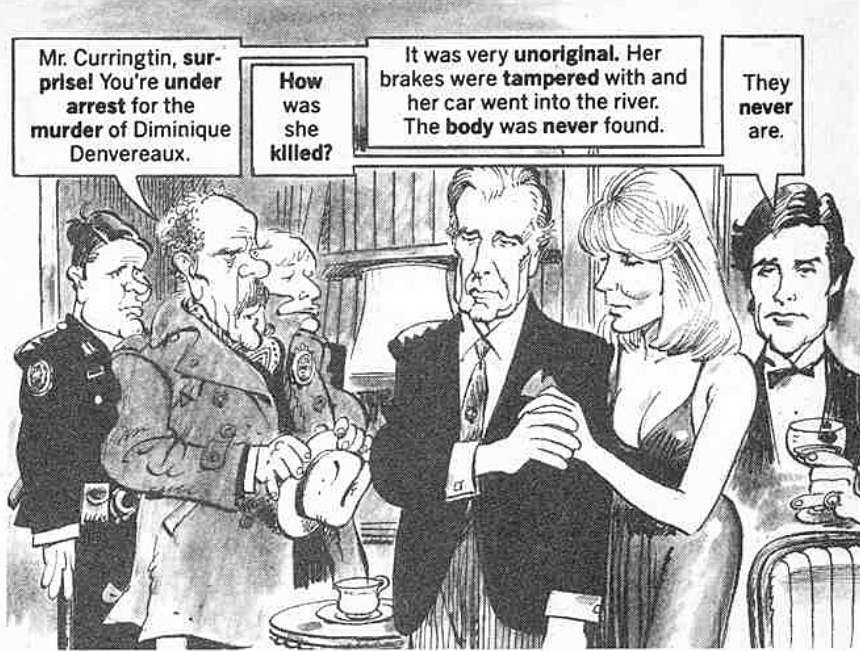




What? I could kill that Diminque!

Flake, that isn't nice to say.

Krysduell's right. If anything happens to Diminque, they'll blame you.



Mr. Currington, surprise! You're under arrest for the murder of Diminque Denvereaux.

How was she killed?

It was very unoriginal. Her brakes were tampered with and her car went into the river. The body was never found.

They never are.



Mrs. Currington, what did your husband say on the night of January 15?

He said, "Not to-night, dear. I have a headache."

Krysduell, when we were married I never had a headache."

It's Murk, my ex-husband! Wow! Talk about amazing coincidences!



What else did your husband say that night?

Oh, yeah, he screamed I COULD KILL DIMINIQUE!

Alecchis Clodby to the stand.

Mrs. Clodby, what are you doing?

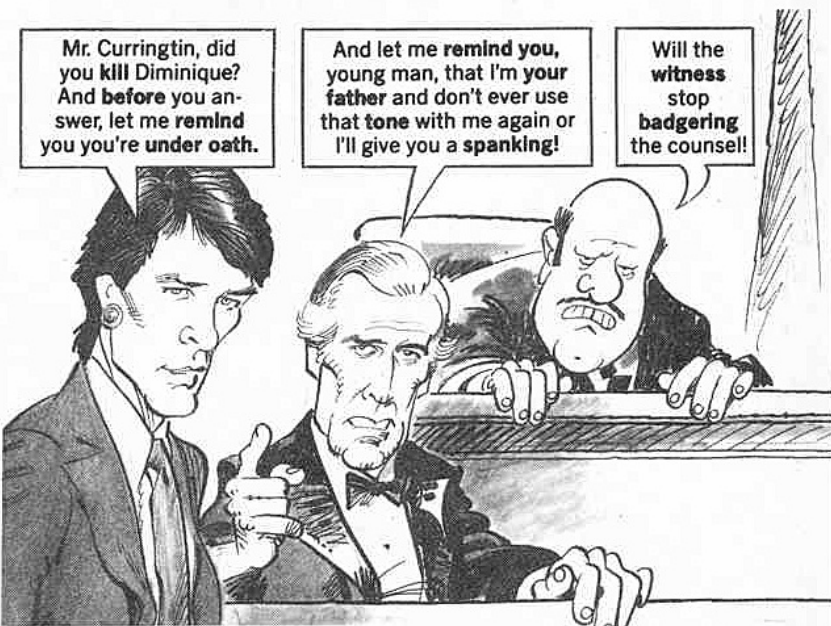
I'm removing my dress. I refuse to appear in public wearing the same dress as that old bag, Krysduell!



The court will take a short recess.

Does Your Honor wish to see counsel in his chambers

Hell no! I want to see Mrs. Clodby in my chambers!

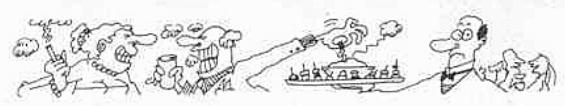
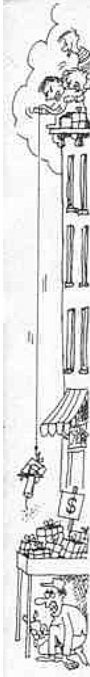


Mr. Currington, did you kill Diminque? And before you answer, let me remind you you're under oath.

And let me remind you, young man, that I'm your father and don't ever use that tone with me again or I'll give you a spanking!

Will the witness stop badgering the counsel!





Your Honor, I move for a dismissal of all the charges.

On what grounds?

On the grounds that I have some **incriminating photos** of Your Honor skinny dipping with a young lady...

Case dismissed!

For lack of evidence?

No, for too much evidence!

Diminiquel! You're not dead!

No, I always act this way. Flake, where did you get those pictures?

From my high school photo album.

Even I'm not surprised by this turn of events.

Can I ask you ladies one more question?

You want to know if we thought Flake was really guilty?

No, I want to know why you change your clothes in almost every single panel.

It's strictly business. This program is like one long commercial for the Die-nasty Fashion Line.

The fools who watch us think that wearing the Die-nasty look will make them glamorous and exciting like us.

Don't forget the bottom line. We get a percentage of all sales.

Oooh, look! This is the same suit Krysdull wore when attacked by her doctor. Only \$1000!

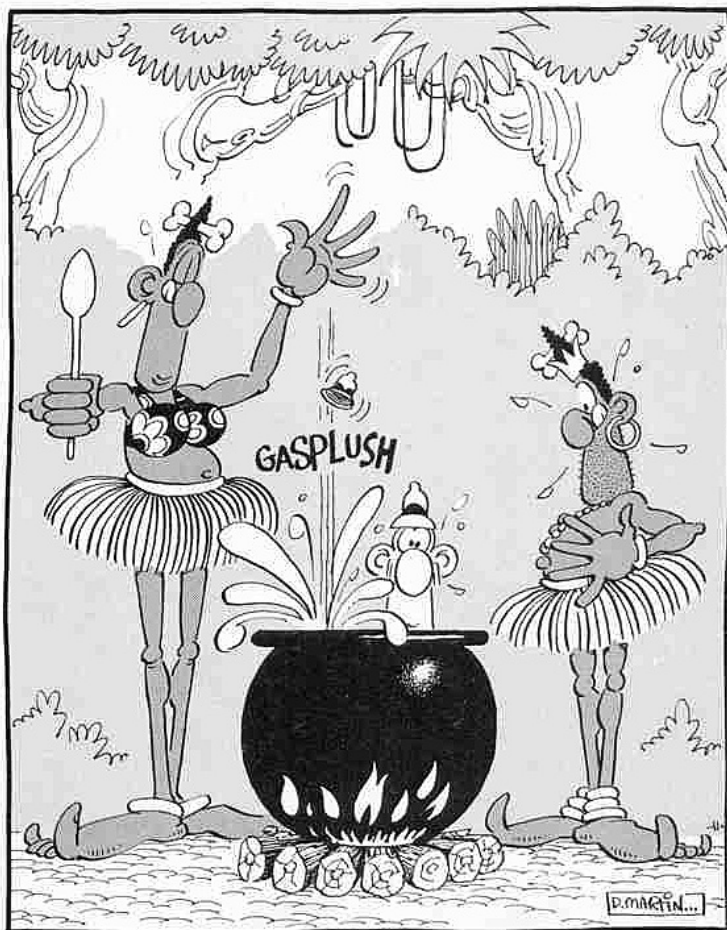
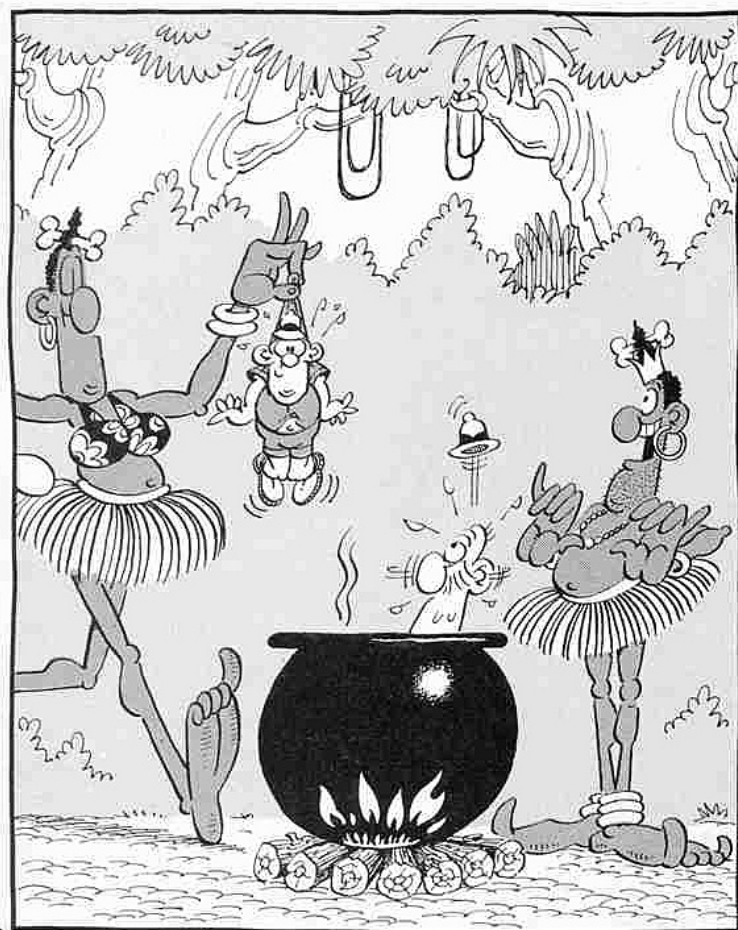
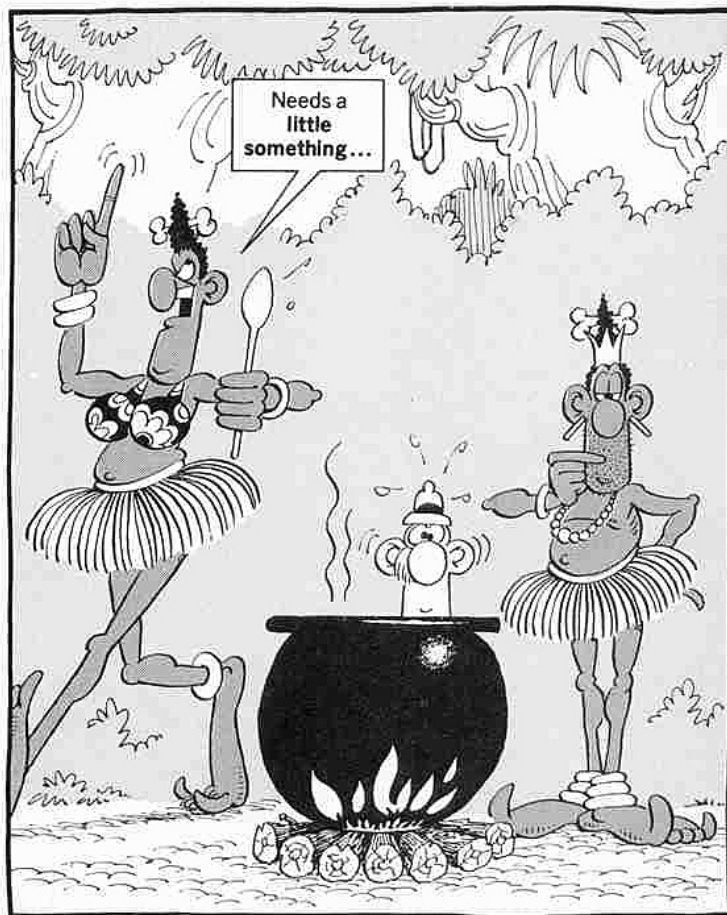
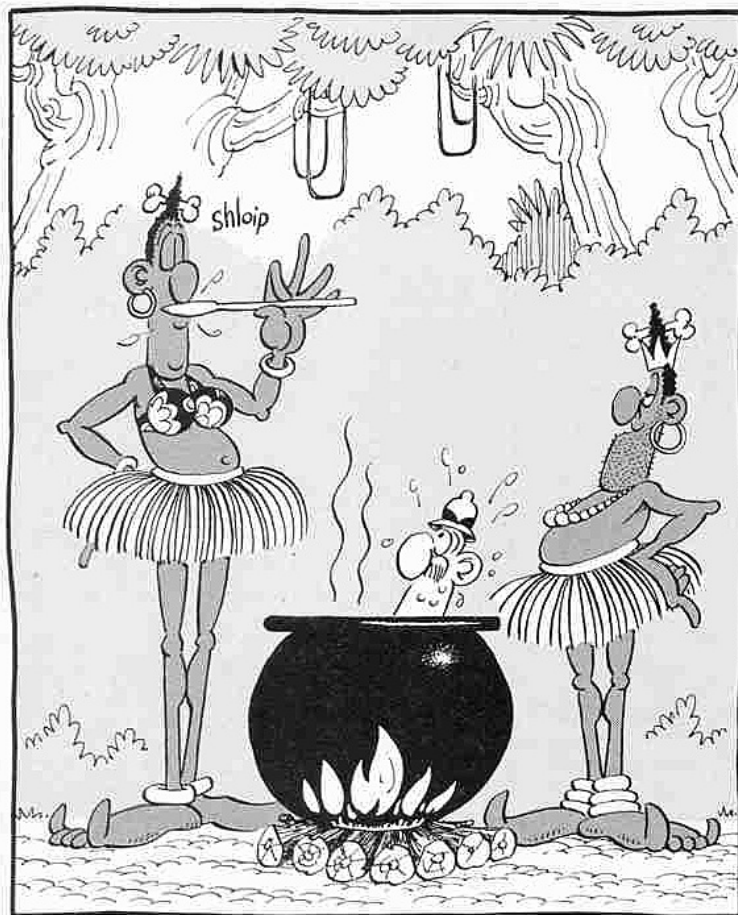
This is the blouse Alecchis wore when seducing that jockey.

Irving, I'm wearing Krysdull's perfume. Does it do anything at all for you?

Yeah, Vilma, it's making me (gag) nauseous!



# ONE FINE SUNDAY AFTERNOON IN THE JUNGLE

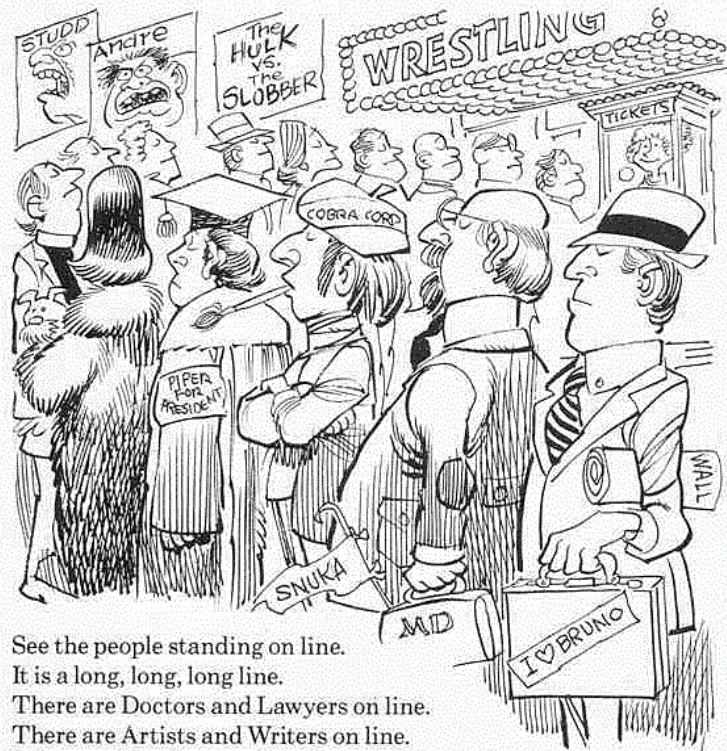




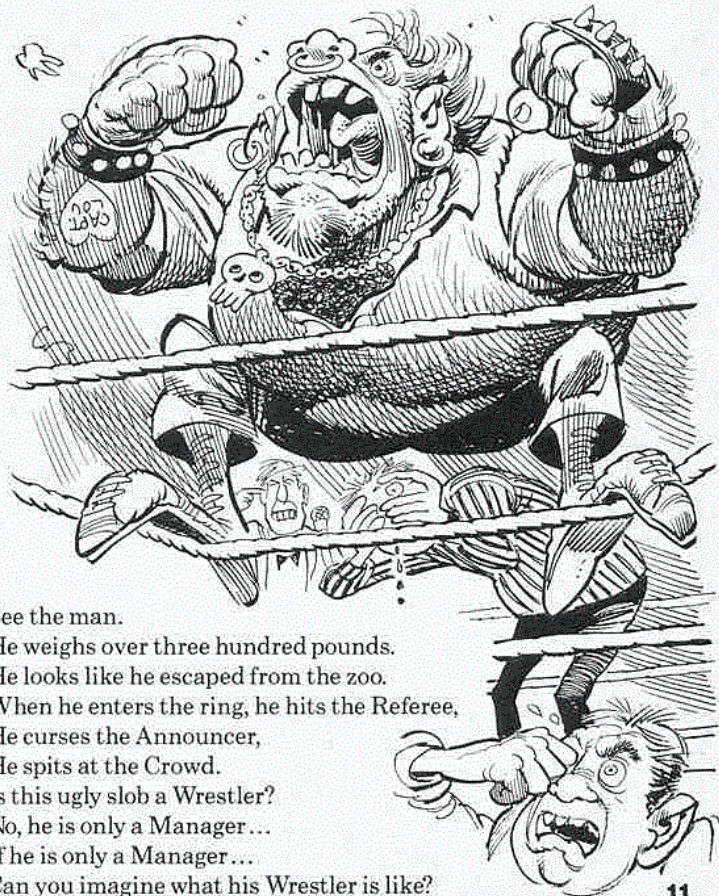


ARTIST: JACK DAVIS    WRITER: LOU SILVERSTONE

## Chapter Two



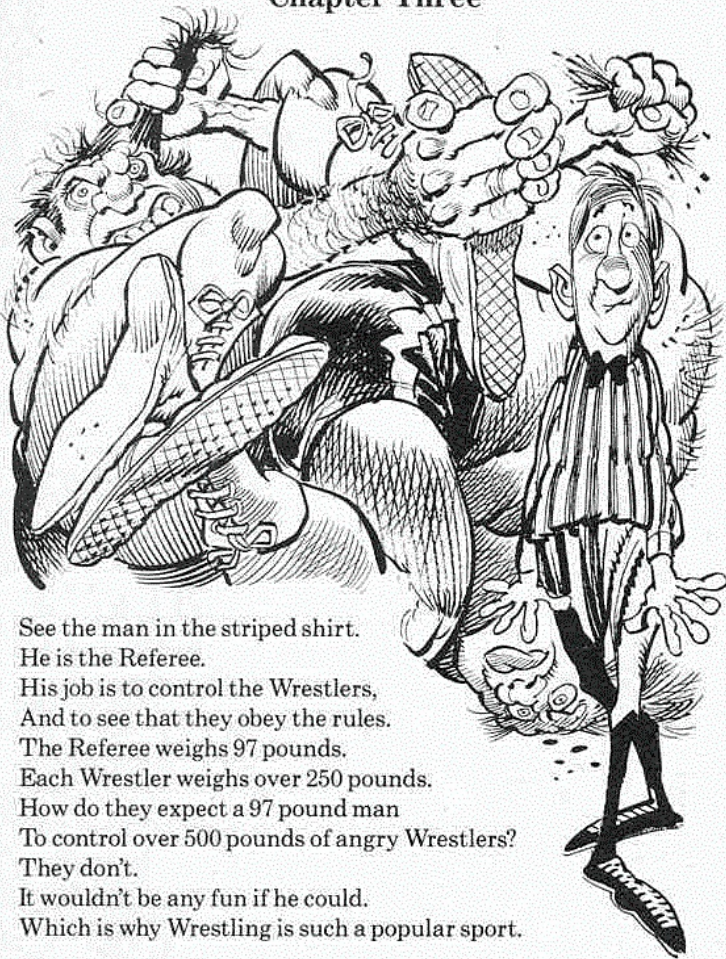
See the people standing on line.  
It is a long, long, long line.  
There are Doctors and Lawyers on line.  
There are Artists and Writers on line.  
There are Teachers and Brokers on line.  
They are waiting to buy tickets to a Wrestling Match.  
Do they enjoy Wrestling because they like violence and bloodshed?  
No...they claim they like to watch Wrestling for the laughs.  
They also claim they like to read "Playboy" for the interviews.



See the man.  
He weighs over three hundred pounds.  
He looks like he escaped from the zoo.  
When he enters the ring, he hits the Referee,  
He curses the Announcer,  
He spits at the Crowd.  
Is this ugly slob a Wrestler?  
No, he is only a Manager...  
If he is only a Manager...  
Can you imagine what his Wrestler is like?

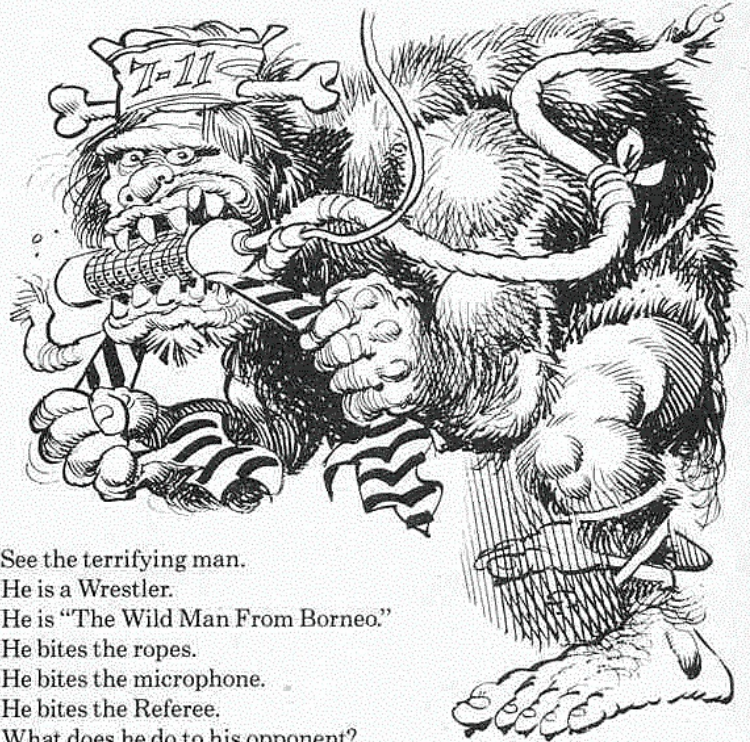


### Chapter Three



See the man in the striped shirt.  
He is the Referee.  
His job is to control the Wrestlers,  
And to see that they obey the rules.  
The Referee weighs 97 pounds.  
Each Wrestler weighs over 250 pounds.  
How do they expect a 97 pound man  
To control over 500 pounds of angry Wrestlers?  
They don't.  
It wouldn't be any fun if he could.  
Which is why Wrestling is such a popular sport.

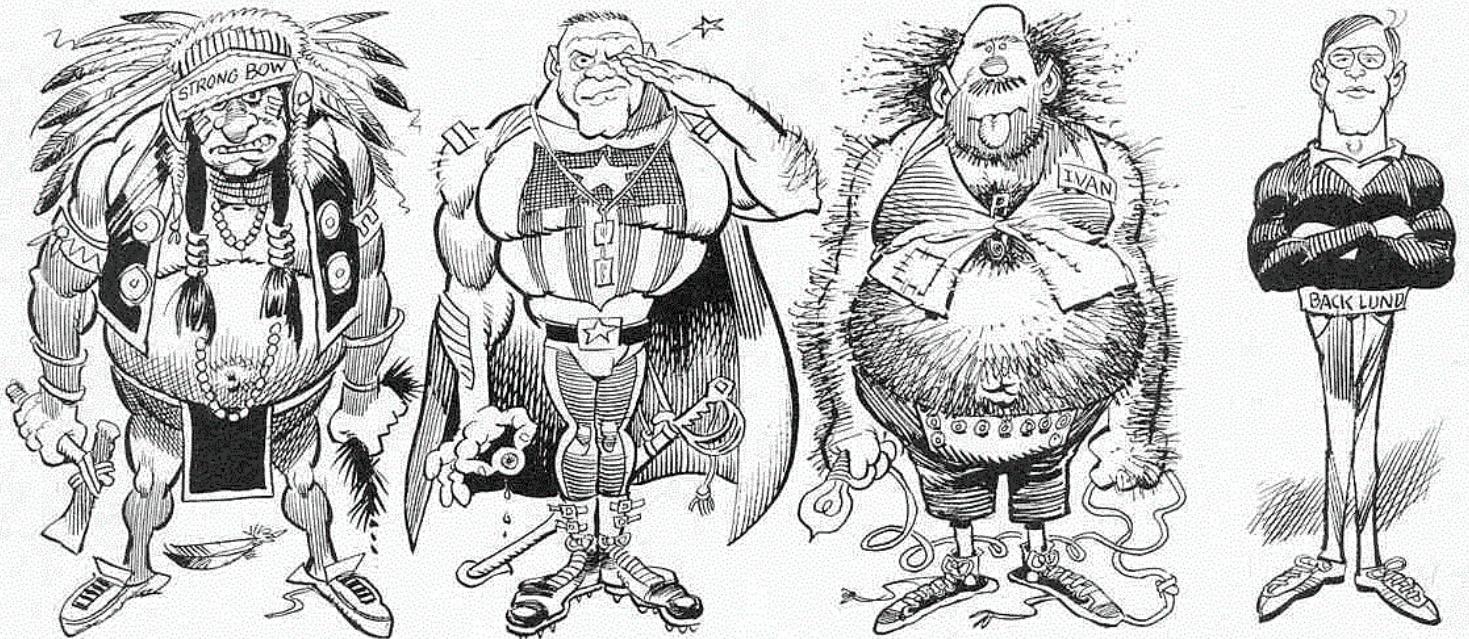
### Chapter Four



See the terrifying man.  
He is a Wrestler.  
He is "The Wild Man From Borneo."  
He bites the ropes.  
He bites the microphone.  
He bites the Referee.  
What does he do to his opponent?  
Don't ask.  
His Manager claims he found him in the jungles of Borneo.  
He really found him working in a "7-11 Store" on Staten Island.  
Why do they call him "The Wild Man From Borneo"?  
Would you pay \$12 to see "The Grocery Bagger From Staten Island"?



### Chapter Five

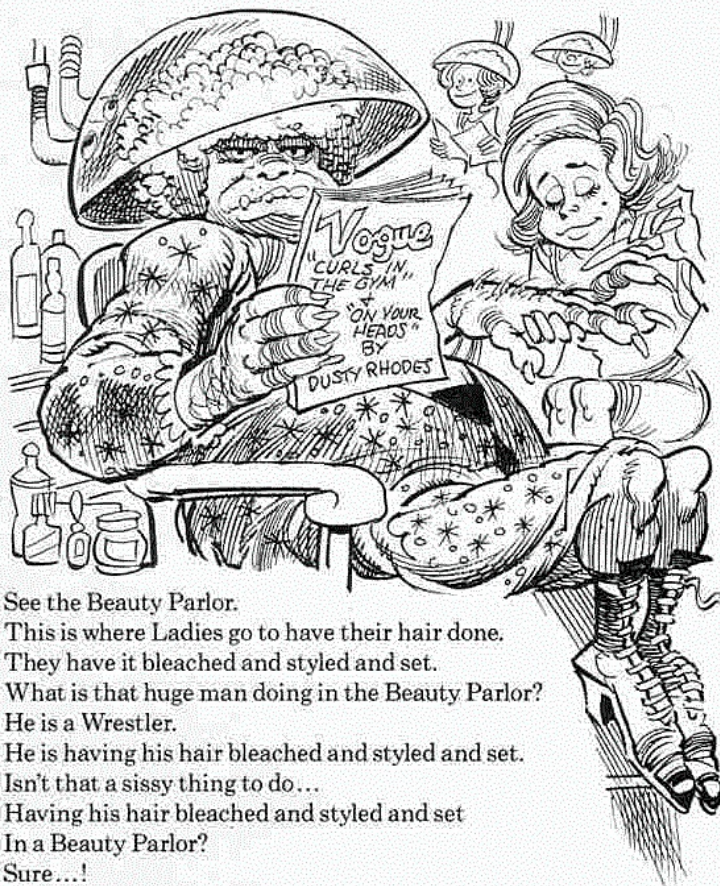


See the Wrestlers.  
The one on the left is an American Indian.  
His name is "Chief Bloody Scalp."  
His favorite hold is "The Tomahawk Decapitator."  
Next to him is "Captain U.S."  
His favorite hold is "The Red, White & Blue Eyeball-Gouger."  
Next to him is "The Polish Assassin."  
His favorite hold is "The Warsaw Light Bulb Twister."

Now see the last Wrestler on the right.  
He doesn't have a fancy name.  
He doesn't have a flashy costume.  
He doesn't even have a gimmicky hold.  
He's just an expert in Scientific Wrestling.  
This guy is never going to make it  
As a Professional Wrestler.  
Even if he was the National Amateur Champion.

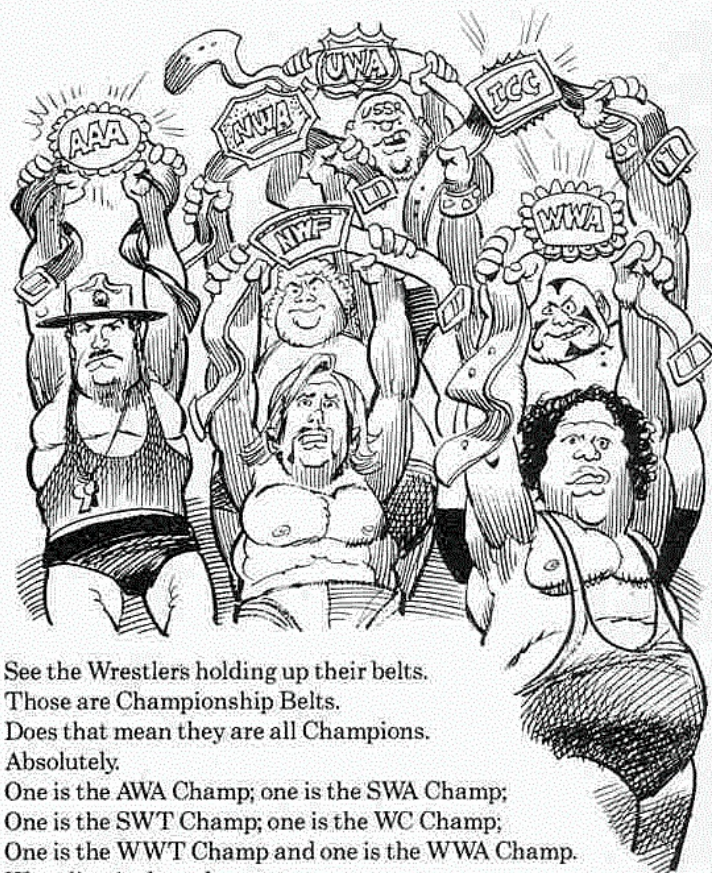


## Chapter Six



See the Beauty Parlor.  
This is where Ladies go to have their hair done.  
They have it bleached and styled and set.  
What is that huge man doing in the Beauty Parlor?  
He is a Wrestler.  
He is having his hair bleached and styled and set.  
Isn't that a sissy thing to do...  
Having his hair bleached and styled and set  
In a Beauty Parlor?  
Sure...!  
But YOU tell him!

## Chapter Seven



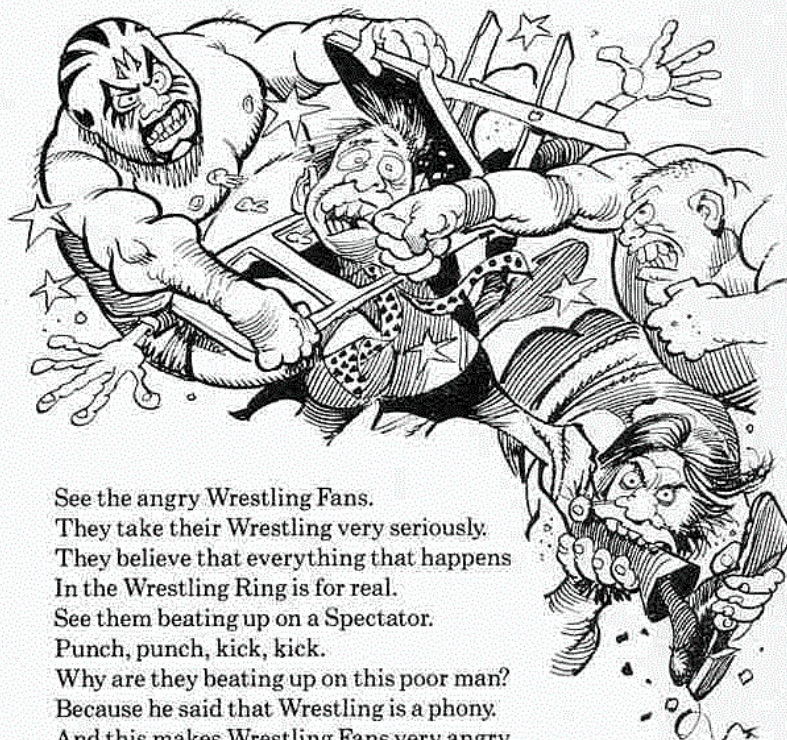
See the Wrestlers holding up their belts.  
Those are Championship Belts.  
Does that mean they are all Champions.  
Absolutely.  
One is the AWA Champ; one is the SWA Champ;  
One is the SWT Champ; one is the WC Champ;  
One is the WWT Champ and one is the WWA Champ.  
Wrestling is the only sport  
Where there are more Champions than Challengers.

## Chapter Eight



See the Wrestlers on TV  
They look like two fat slobs.  
But the Announcer says they're in great shape.  
They aren't doing anything but falling on top of each other.  
But the Announcer makes their match sound like World War III.  
Is there something wrong with the Announcer's eyes?  
No... he can see very well.  
He can see himself on the Unemployment Line  
If he tells it like it is

## Chapter Nine



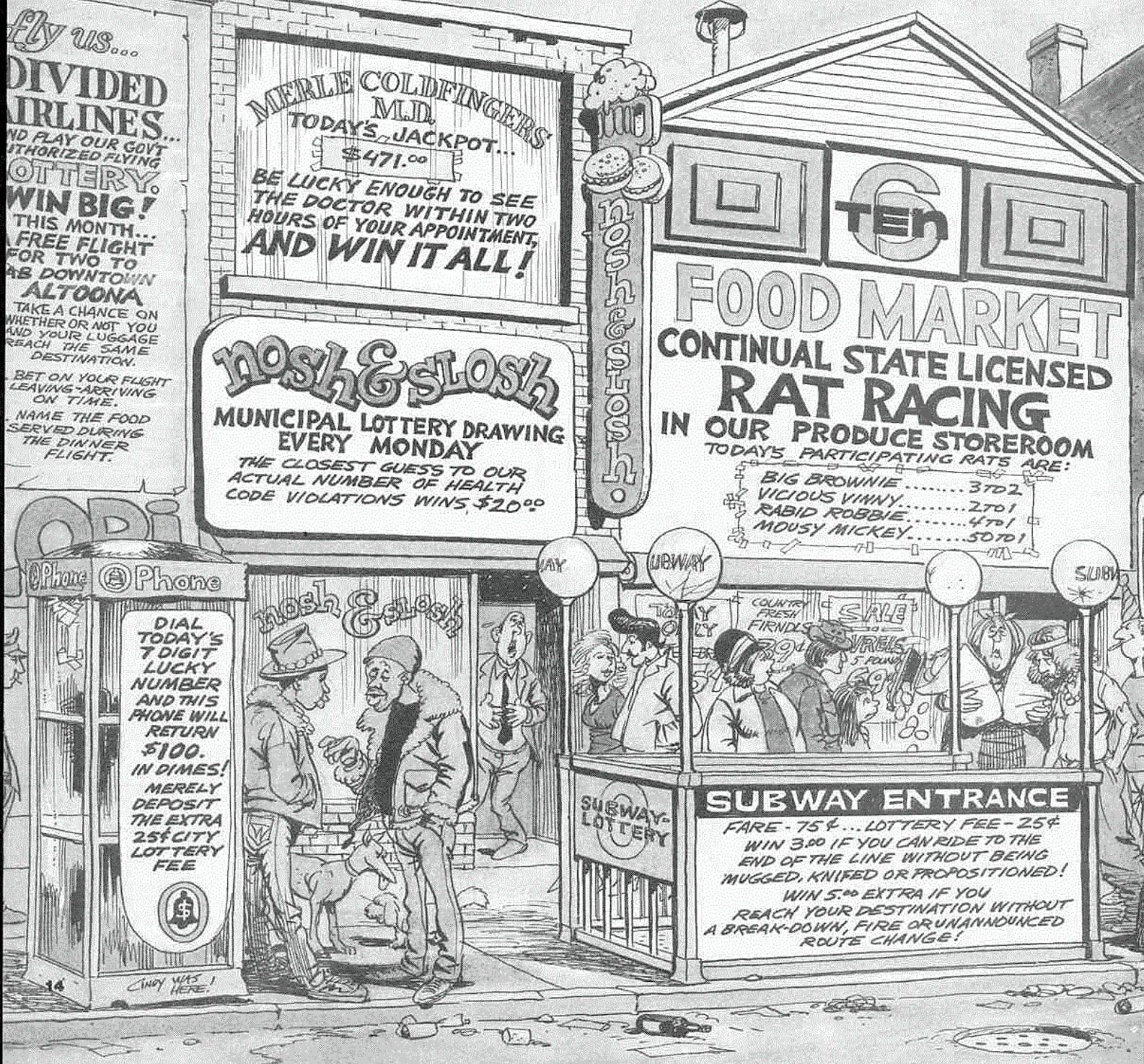
See the angry Wrestling Fans.  
They take their Wrestling very seriously.  
They believe that everything that happens  
In the Wrestling Ring is for real.  
See them beating up on a Spectator.  
Punch, punch, kick, kick.  
Why are they beating up on this poor man?  
Because he said that Wrestling is a phony.  
And this makes Wrestling Fans very angry.  
P.T. Barnum would have loved Wrestling.  
Because he said "There's a sucker born every minute."  
Too bad the angry Wrestling Fans can't see  
That the Spectator they're beating up on  
Is the only one who's really getting hurt in the Arena tonight.



**FOR BETTOR OR WORSE DEPT.**

Nowadays, politicians seek to avoid raising taxes because they also seek to avoid being booted out of office by voters who don't want their taxes raised. That's why Legalized State Lotteries were born. Lotteries enable state and local governments

# RAISING MONEY V OF LEGALIZED





to squeeze a few more dollars out of us painlessly by offering us a million-to-one chance to become rich. However, since many aspects of our daily lives are a gamble, MAD can see the day when a good thing is carried to an extreme, and they'll be...

# WITH OTHER FORMS GAMBLING

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH





## HEAVING CAN'T WAIT DEPT.

How often have you read a label with the words, "Warning: Contains Harmful Chemicals. In Case of Swallowing, Induce Vomiting Immediately". Good advice, but *how* do you

"Induce Vomiting Immediately". You can stick your finger down the victim's throat, but let's face it! How many people do you really care enough about that you would shove

# THE MAD EMERGENCY BA THE POTRZEB

ARTIST: AL JAFFEE

It is first important that you determine if the Potrzebie Maneuver is necessary. Smacking the victim upside their head while screaming something along the lines of, "Schmuck! Did you just drink that bottle of

## STEP ONE

### WHAT YOU WILL NEED

ONE VICTIM

ONE STURDY CHAIR

97 INCHES OF STRONG ROPE

SEVERAL HUNDRED DOLLARS  
(in cash)

ONE TELEVISION SET  
(color)

VIDEO CASSETTE RECORDER  
(with remote control)

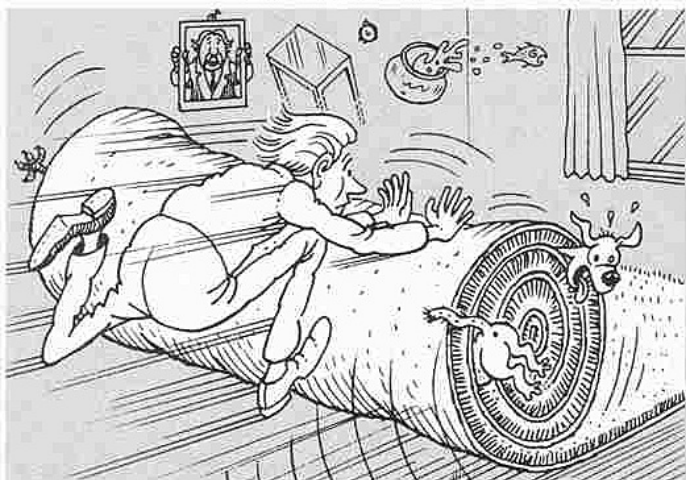
ONE STEREO SYSTEM  
(with cassette deck)

L.L. BEAN RAINCOAT WITH  
MATCHING DUCK BOOTS  
(your size)

ONE BULL HORN

AT LEAST ONE LADIES' MAGAZINE

ONE OFFICIAL BOY SCOUT COMPASS



Immediately clear the room of all your valuable and/or stainable possessions. (The Potrzebie Maneuver *never* fails!) If you have wall-to-wall carpeting, we suggest you call up some friends and have them come over to help roll it up. If you don't have wall-to-wall carpeting, we suggest that you wait for a sale before buying some.

## STEP FOUR



Turn on your stereo and pop in an endless loop cassette of Debbie Boone singing "You Light Up My Life". Should you not own a copy of this prized recording, virtually any love song by Barry

Manilow or Lionel Richie will do. Turn the volume button to "Loud". Within 60 seconds, the victim should begin to break into a cold sweat. Moaning and writhing is also very common.

## STEP FIVE



Open a copy of "Good Housekeeping" or "Reader's Digest". Turn to the article on Marie Osmond in which Marie tells of the joys of being a mother and how she's glad she waited until she was married to refer to her husband by his first name.



your finger down *their* throat...and then wait around till they barfed?!? Yecch! And even if you were willing to do it, what happens if you've got short stubby fingers? Do

you go in up to your elbow? No, in this age of space shuttles and Tupperware, there's got to be a better way to get someone to lose their lunch. And there is! Introducing...



# RF-INDUCING TECHNIQUE THE MANEUVER

WRITER: JOHN FICARRA

Woolite?" usually clears up this question swiftly and effectively. If it is determined that the Potrzebie Maneuver is required, act quickly and calmly. Follow each of the steps listed below for professional results.

## STEP TWO



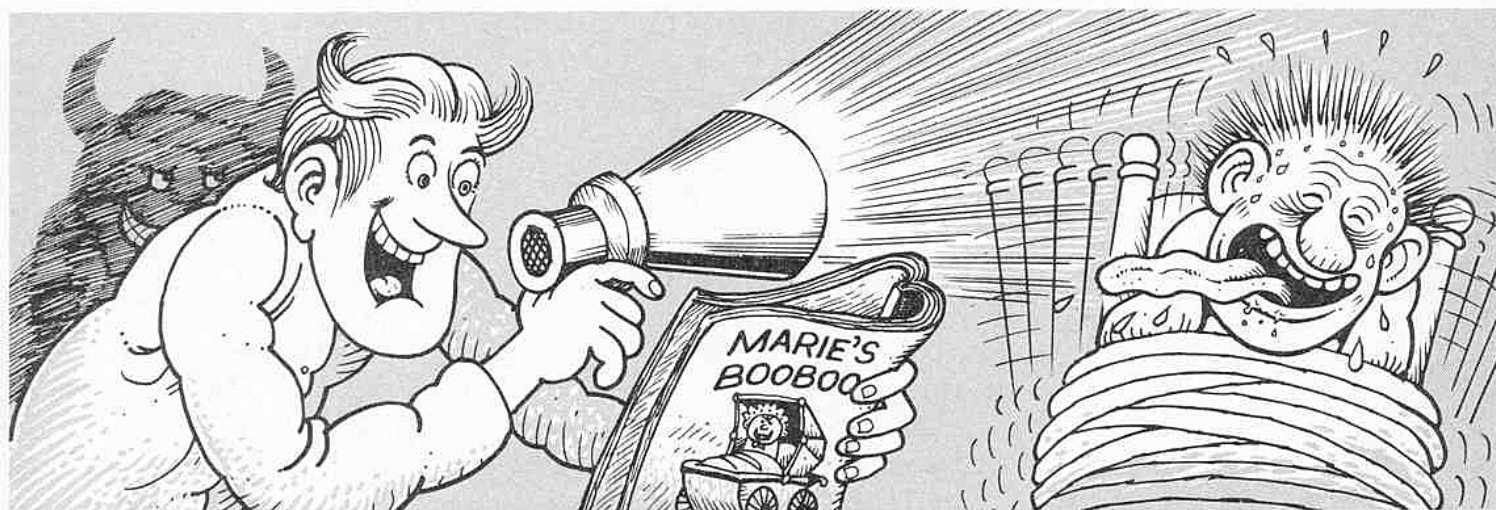
Using the 97 inches of strong rope, tie the victim securely to a sturdy chair in the center of the room, facing northwest. Loosen the victim's shirt collar and remove his shoes (or vice versa).

## STEP THREE



Run down to the nearest shopping mall and purchase one of everything that has a Smurf on it. (Clothing, lunch boxes, t-shirts etc.) Bring these few hundred items home and display them so they completely encircle the victim. A

general feeling of discomfort should immediately be evident on the victim's face. (Note: In the unlikely event that the store is sold out of Smurf stuff, several hundred "Hello Kitty" items will serve the same purpose nicely.



Using a bull horn, read the entire article out loud to the victim, pausing when necessary to holdup any pictures of Marie and her baby that might accompany the article. Your victim should now be twitching wildly. Do not be alarmed by

this or if the victim's tongue hangs limp and lifeless out of his mouth. It is imperative that you be strong at this point and ignore all pleas by the victim, however pathetic, for you to stop administering the Potrzebie Maneuver.



## STEP SIX



The victim should now begin to be dis-oriented and show signs of getting ready to heave-ho, such as drooling or moaning "Oh my God, I'm gonna be sick!" Quickly put on your L.L. Bean coat and Duck Boots!



Using remote controls from a nearby room, click on your TV and Video Cassette Recorder. Pop in a previously-recorded tape of any Miss America pageant and fast-forward to the part of the program where the five finalists tell how, if they win, they will use the Miss America title to promote peace and end world hunger.

**NOTE:** If a tape of the Miss America Pageant is not available, any of the following programs may be used in its place.

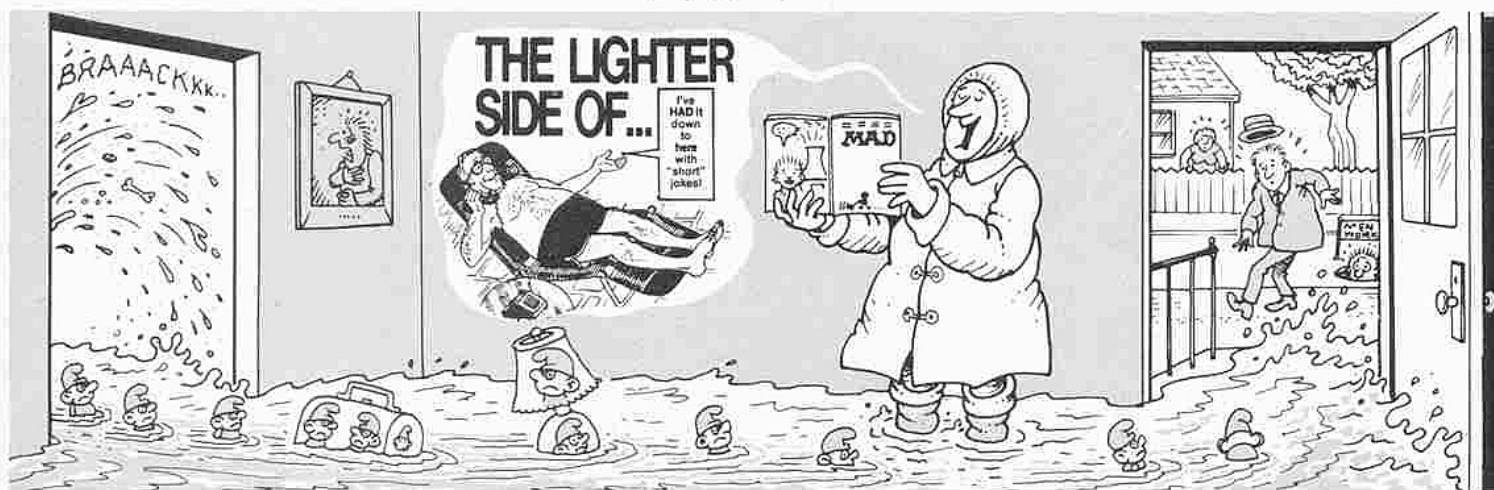
...Any of Carvel's "Cookie Puss" ads;  
... "The Old Time Gospel Hour" starring the Rev. Jerry Falwell;  
...Any episode of "The Love Boat" in which Charo, Bert Convey or Barbi Benton guest starred;

...Any episode of "Fantasy Island" in which Charo, Bert Convey or Barbi Benton guest starred;  
...Richard Nixon's "Checkers" speech;  
...Richard Nixon's "I am not a crook!" speech;

...Richard Nixon's resignation speech;  
...Any acceptance speech delivered at "The People's Choice" Awards Dinner;  
...Any rerun of "Little House On The Prairie" filmed after the Ingles' oldest daughter went blind.

By now the victim should be tossing his cookies all over the place, but preferably all over the Smurfs. Congratulations on saving yet another human life! But in the unlikely event that the victim still has not barfed, there is one last-ditch step to the Potrzebie Maneuver. While critics have labeled this step "barbaric", "sadistic" and "extremely not nice", it nevertheless has never failed to make even the toughest person cough up their guts. **WARNING: USE "STEP Y" ONLY IF ALL ELSE FAILS!!!**

## STEP "Y"



Pick up the current issue of MAD Magazine. Either alone, or with the same friends who helped you roll up the wall-to-wall carpeting back in step number one, act out all

parts of Dave Berg's "The Lighter Side Of..." directly in front of the victim. **WARNING!** MAD assumes no responsibility should you elect to use this extreme measure!!!



Know what's fast becoming the most popular U.S. indoor pastime?  
The hottest pastime, as the following song will tell you, is...

# PORN in the U.S.A.

(Sung to the tune of Bruce Springsteen's *Born in the U.S.A.*)

Porn...now...real-ly gets a-round;  
Yet we know a place...most porn is found;  
No one's goin' out...to down-town flicks—  
Home is where it's at...for all your kicks.

Porn...in the U. S. A!  
Dig that porn in your home today!  
Red-hot porn goin' all the way!  
Porn...in the U. S. A!

No sneakin' in some sleaz-y show—  
Scared you might be seen by folks you know;  
Watch it in your house—a-void the shame;  
Chances are that they...are doin' the same.

Porn...in the U. S. A!  
Far-out porn, and it's here to stay!  
They've got porn if you're straight or gay!  
Porn was born in the U.S.A.

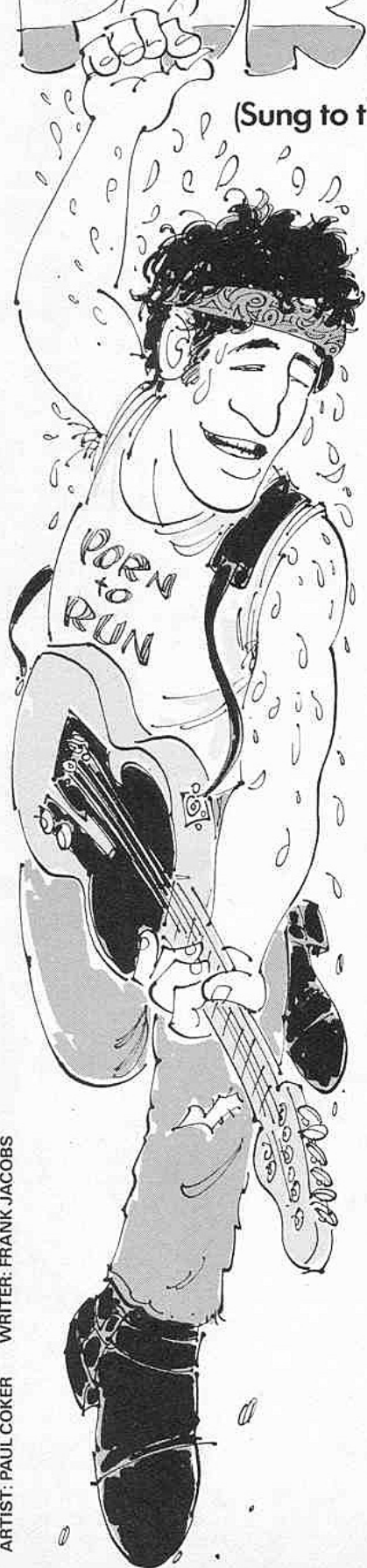
Rent from a shop where the wild films are;  
Watch 'em on your private V.C.R.;  
Groove the latest tricks of a hot porn star!

Get a load of all those un-cut scenes—  
Now you really know what "boob-tube" means;

Dem-o-crats fight the G. O. P;  
Labor's in a battle with in-dust-ry;  
Though it's surely true they dis-a-gree,  
When they all go home, guess what...they...see?

Porn...in the U. S. A!  
Home-style porn goin' night and day!  
Porn...in the U. S. A!  
And it sure beats *Dallas* when you're in...the...hay!

Porn...off the wall today!  
Porn...have a ball today!  
Porn...get it all today!  
Any-time that you want it in the U. S. A!





## FIGHTING



BERG'S-EYE VIEW DEPT.

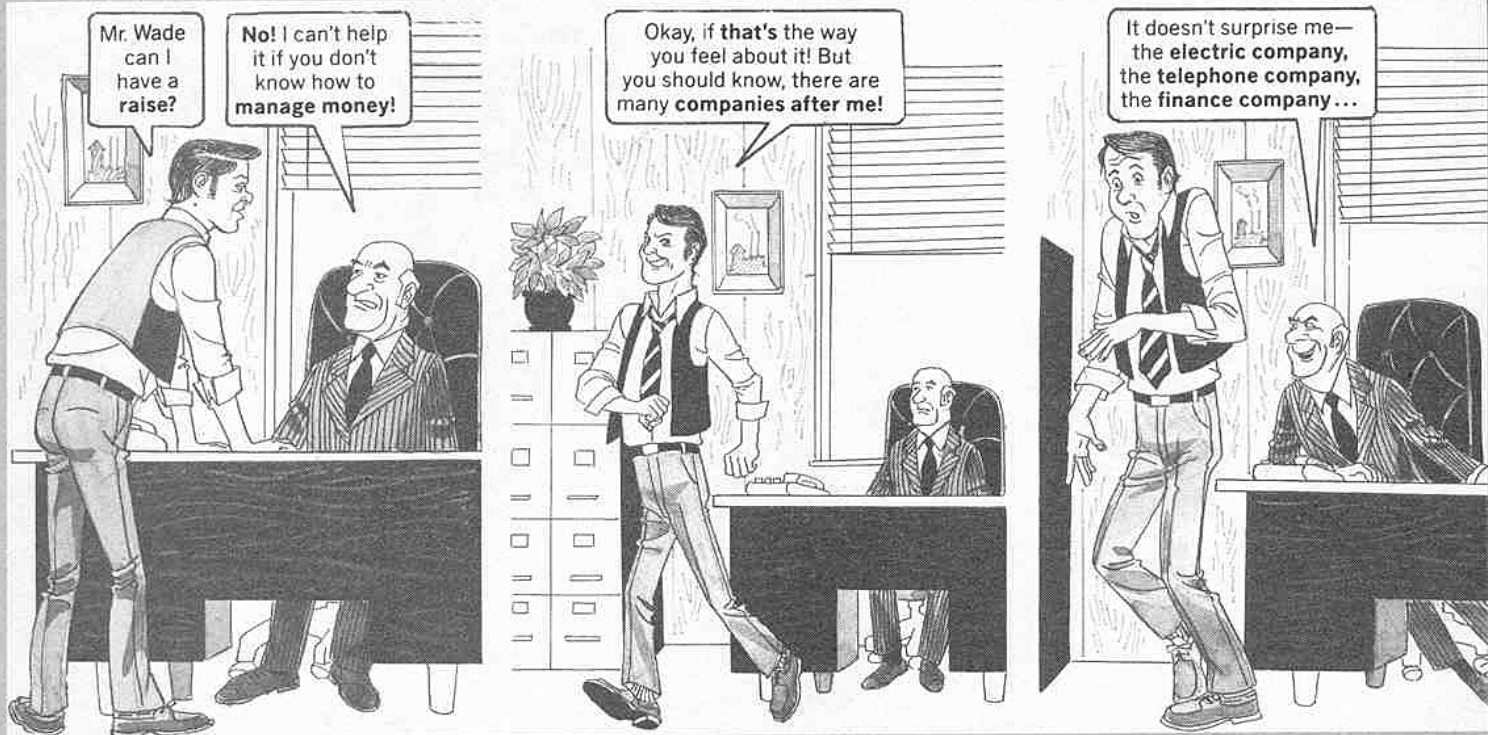
# THE LIGHTE

## WOMEN





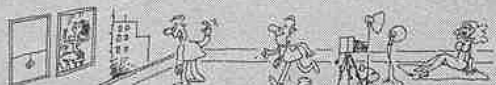
## FINANCES



# R SIDE OF...

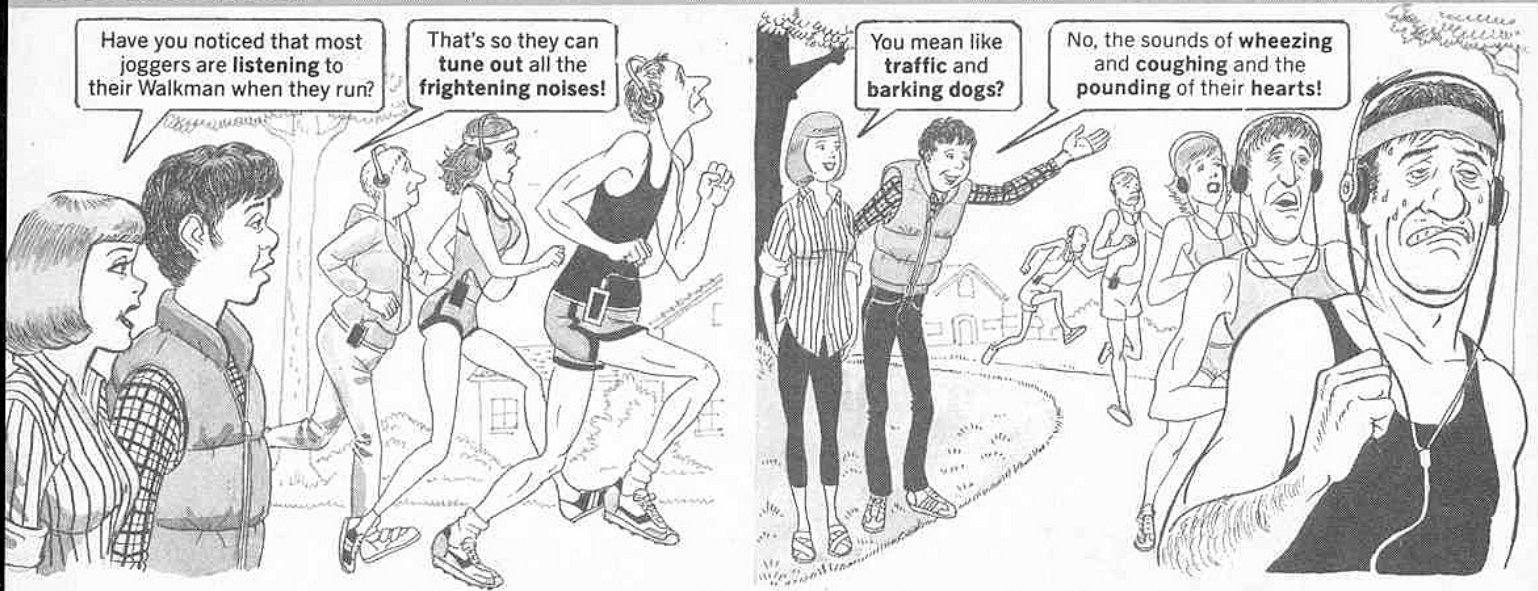
ARTIST & WRITER:  
DAVE BERG

## WEDDINGS





## JOGGING



## CRIME



## COMMUNICATION





## TELEVISION



## COMPANY

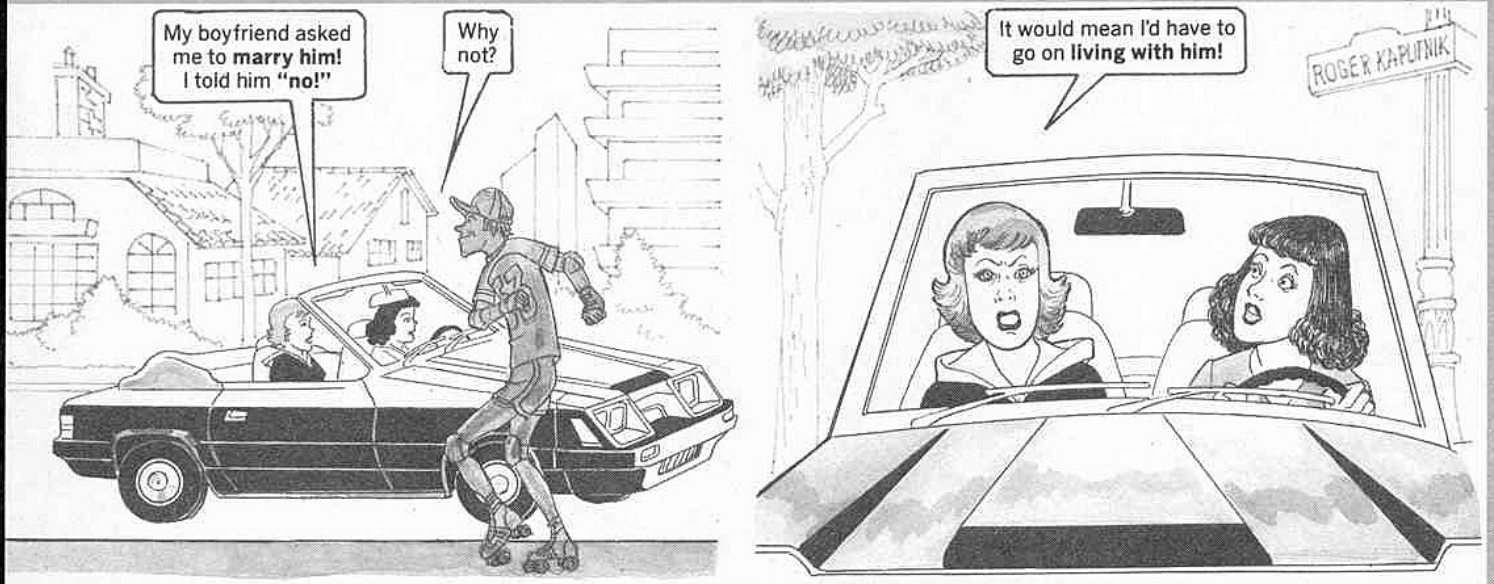




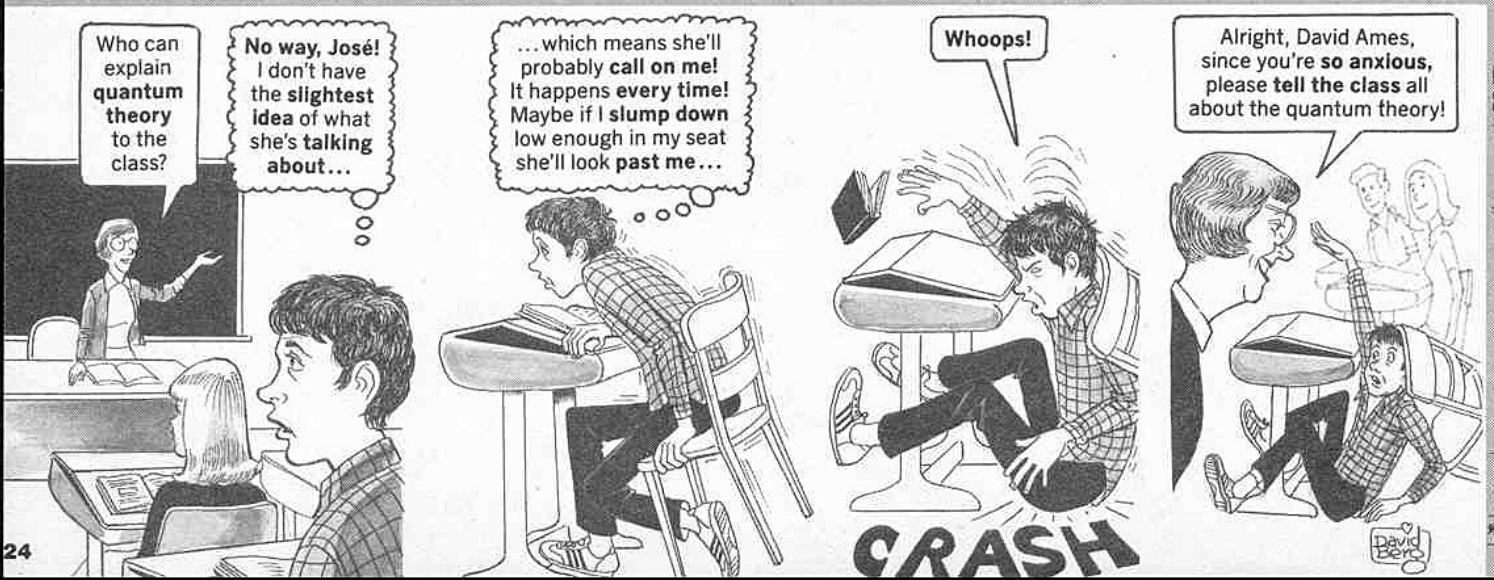
# HEALTH



# RELATIONSHIPS

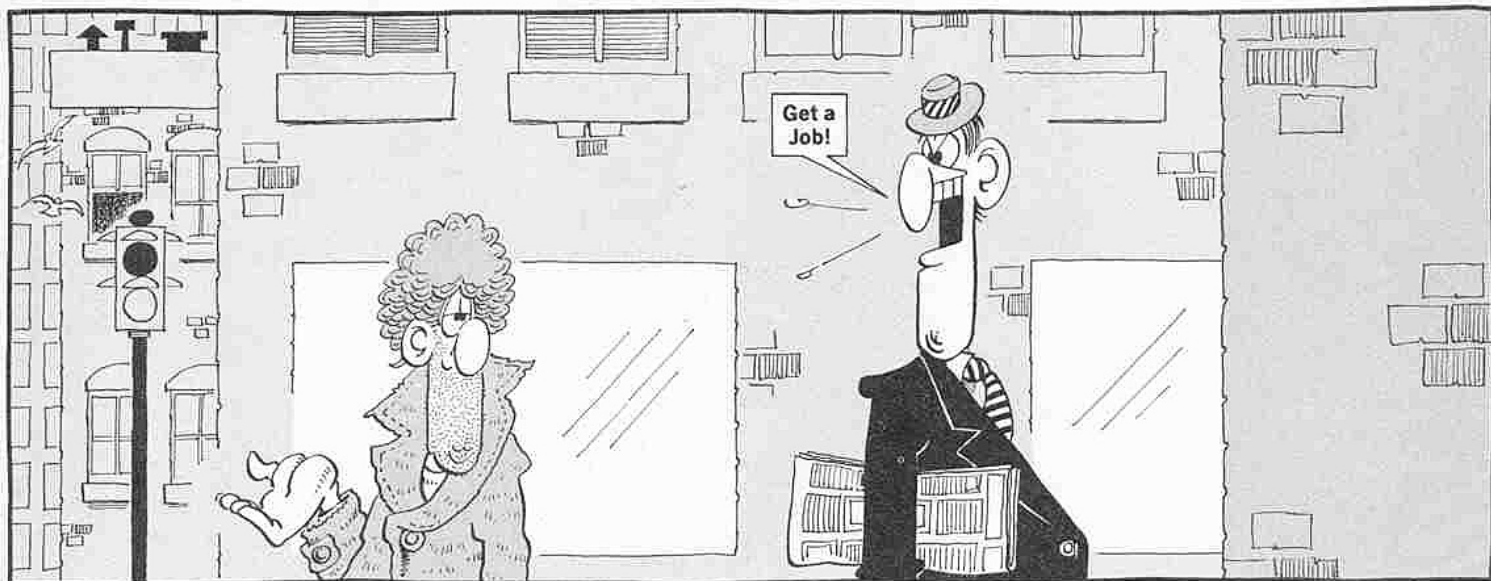
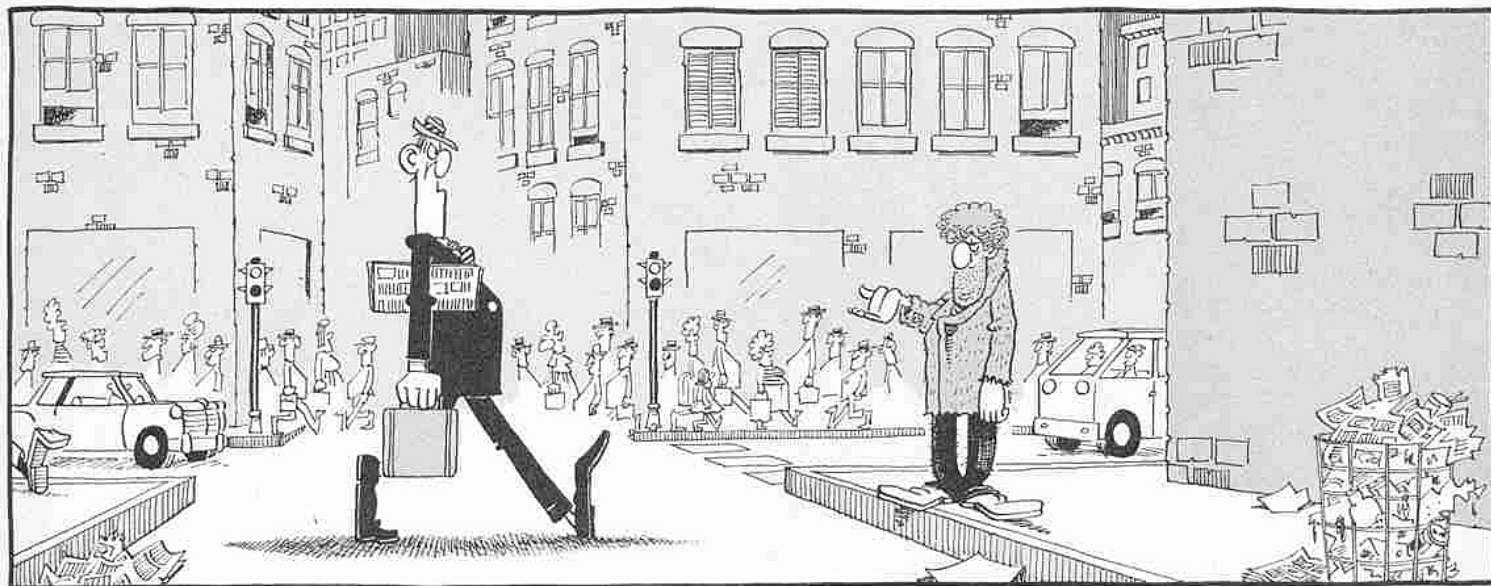


# SCHOOL





# ONE FINE TUESDAY MORNING UPTOWN



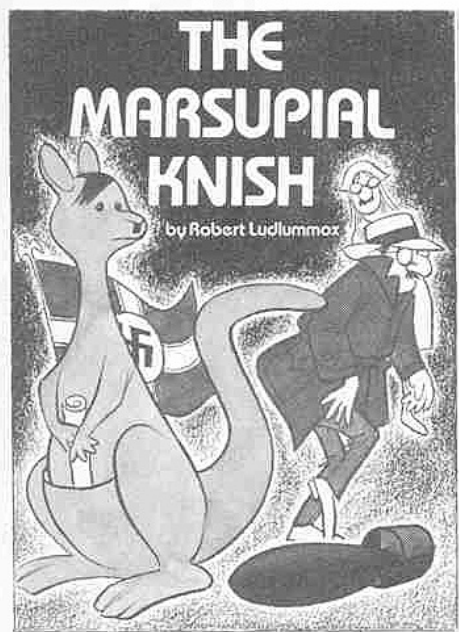


SHELF ABUSE DEPT.

# Join MAD's TRENDY BOOK OF

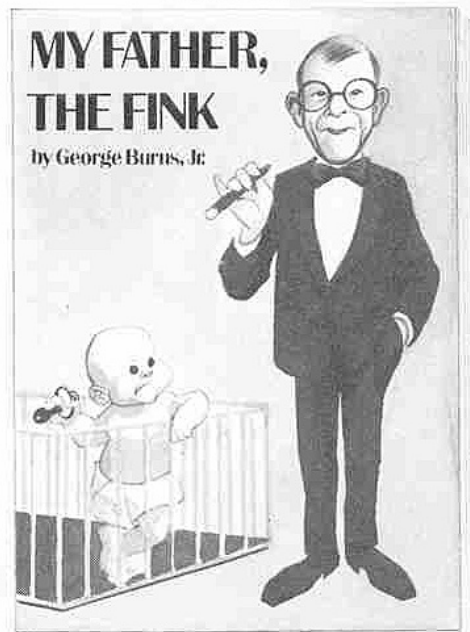
THIS MONTH'S TRENDY BOOK CLUB SELECTION...

THE TRENDY  
WORLD WAR II  
NOVEL



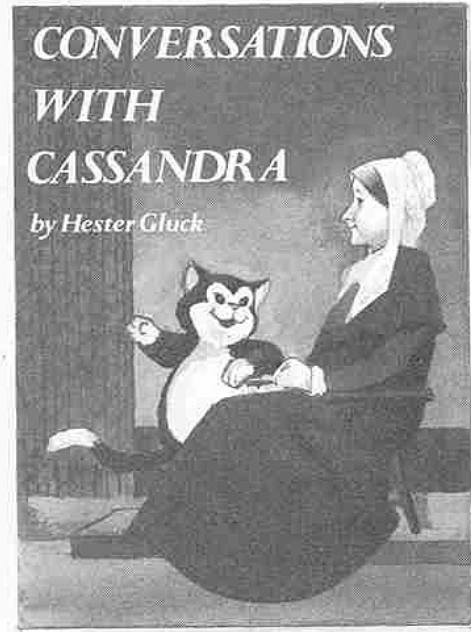
He was a double agent for Iceland and Albania. She was Charles De Gaulle's dental hygienist. Together, they uncover a secret Nazi formula concealed in a kangaroo's pouch at the Berlin Zoo that can transform chicken fat into nuclear energy and seriously endanger the D-Day landings, thereby altering the result of World War II, and possibly destroying the solar system.

THE TRENDY  
CELEBRITY CHILD-ABUSE  
BIOGRAPHY



"When he ran out of cigars, he smoked my pacifier!" "I was subjected to off-key frightening lullabies!" "To this day, he still denies he's my Father!" A precocious 2-year-old boy reveals facts about his 88-year-old celebrity father which...if they are true... will make the cruelties suffered by Bing Crosby's son and Joan Crawford's daughter sound like bedtime stories.

THE TRENDY  
CAT-LOVERS  
BOOK



More sensitive than Garfield and less frivolous than Heathcliff, Cassandra—the world's most knowledgeable cat—chats with her mistress about hibachi cooking, unilateral disarmament, the deterioration of downtown Detroit, a plan to feed the world's population, the dangers of jogging, and a host of other diverse subjects that will delight and amuse cat-lovers everywhere.

## THIS MONTH'S TRENDY BOOK CLUB ALTERNATE

THE KANKAKEE 44-HOUR  
FALAFEL AND CREAM SODA  
DIET



THE TRENDY  
DIET  
BOOK

From the heartland of Illinois comes this revolutionary new diet, called by its creator "The Diet of the Century!" Learn how the author not only lost 396 pounds in one weekend, but also saw his 280-pound dieting wife vanish completely, and his dieting Cadillac Seville shrink to a Pinto.

JANE FONDA'S



WORKOUT BOOK  
FOR DWARVES, LEPERS AND  
CROSS-COUNTRY BUS DRIVERS



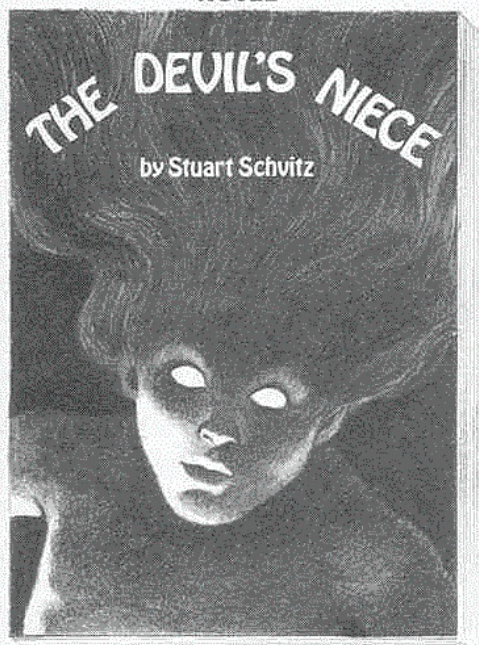


# THE MONTH CLUB

ARTIST: BOB CLARKE

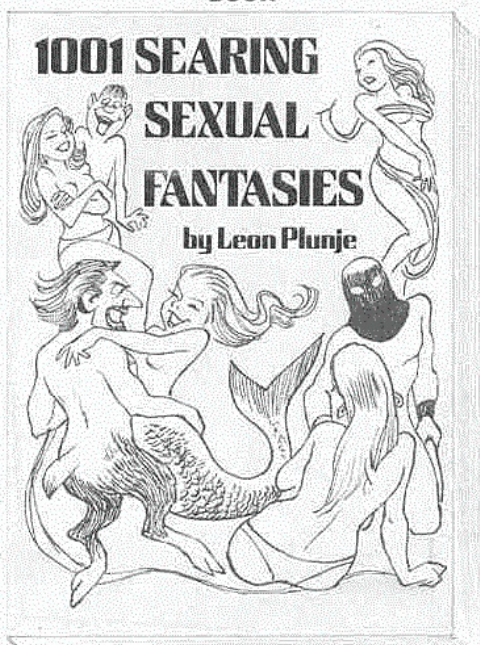
WRITER: LARRY SIEGEL

## THE TRENDY HORROR NOVEL



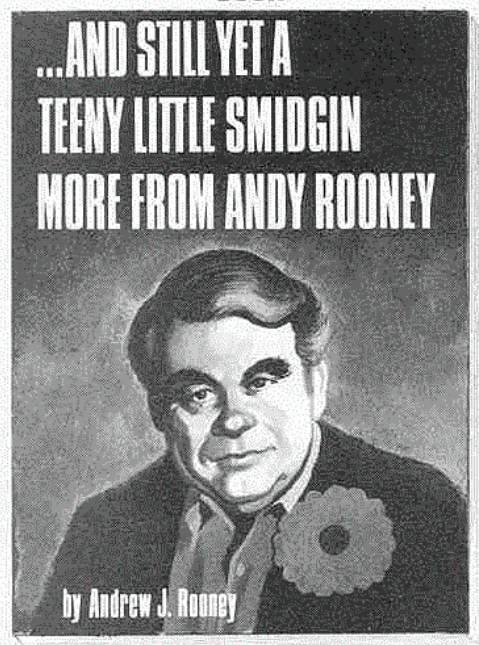
Her father was the brother-in-law of Satan! Her mother was a reincarnated piranha fish! And her Aunt Ann was a comparison shopper for Bloomingdale's! The most horrifying story of all time begins one quiet afternoon in Staten Island, New York, as innocent-looking Belle Zebub wends her way from door to door selling her unique Girl Scout Cookies...made from real Girl Scouts!

## THE TRENDY SEX BOOK



A look at the incredibly exciting and unbelievably disgusting sexual fantasies culled from 1001 disturbed minds and recreated in sharp-focus photos. This book has no phony analyses, no long-winded psychiatric explanations and no pompous (but useless) justifications. It's not even written by a Doctor! It's just pure, nauseating no-frills smut for the entire family!

## THE TRENDY ANDY ROONEY BOOK



In this week's book, Rooney continues last week's insight into the cosmic significance of belly button lint. He also reveals a life-long sexual obsession for unleavened bread, discusses the problems of keeping a praying mantis as a pet in a singles-only apartment, and tells why he hates manhole covers, the letter "H" and pizza pies. A must for Andy Rooney fans everywhere.

## SELECTIONS...

## THE TRENDY EXERCISE BOOK

Once again, Jane proves that nobody is too handicapped, too sick or too troubled to participate in a healthy daily exercise regimen. This book is a wonderful companion piece for Jane's upcoming "Jane Fonda's Work-Out Book For Migrant Fruit Pickers & Kidnapped Oil Company Executives."

### MAD'S TRENDY BOOK OF THE MONTH CLUB

485 MADison Avenue, N.Y., N.Y. 10022

Please enroll me in your club and send me your books at the ridiculously low price of \$15.00 each. I understand that if, at any time, one of your books contains a new idea, a new concept or a new thought, all the money that I've sent you will be refunded to me and I will receive a free round-trip cruise for four to Puerto Rico. I also realize that this spread is a satire of those ads for Book Clubs that feature trendy books, and that I'm too smart to fall for a joke. But I'm sending you the money anyway, even though I expect no books in return.

NAME

ADDRESS

CITY  STATE  ZIP

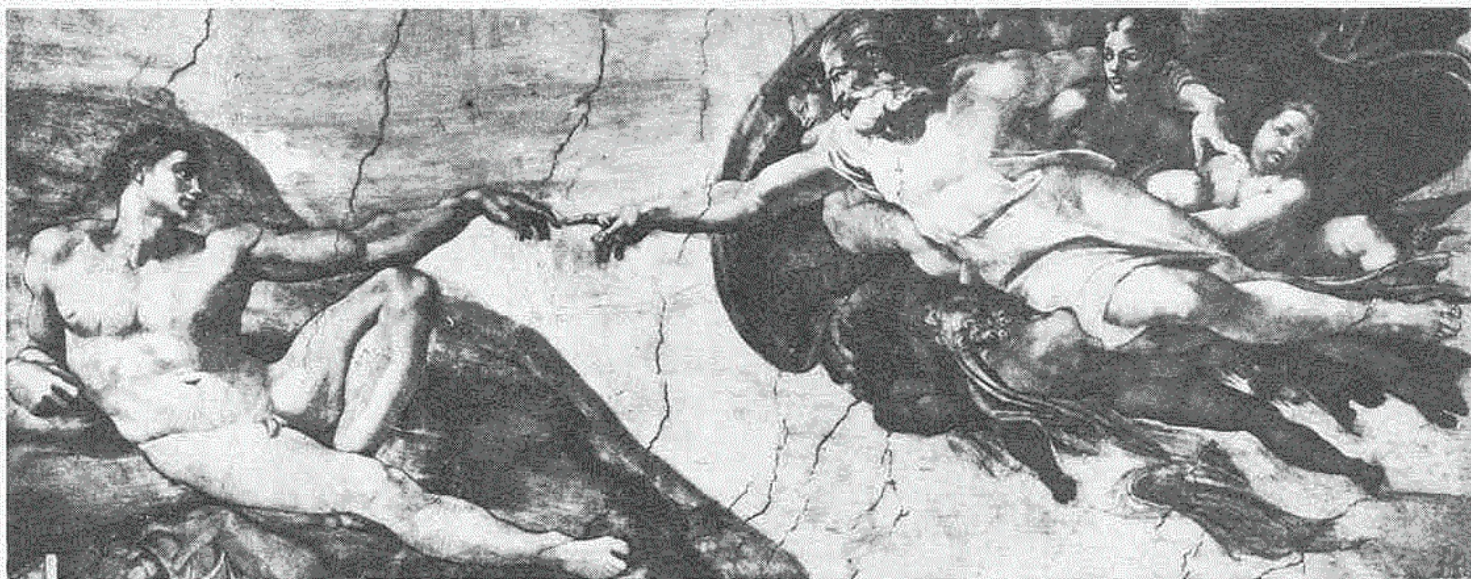


CANVASSING BUSINESS DEPT.

**Every year advertisers spend millions of dollars on campaigns that have no cultural value other than persuading us to buy various products. How then, you ask, can companies improve their ads and give**

# IF ADVERTISERS MADE

## reach out and touch someone



Let your fingers get you talking!  
From Adam to Zachariah, you're only  
digits away from communication!  
It's the next best thing  
to hand-to-hand contact!



**AT&T our creation is divine**

When you take  
on the world,  
you're not alone.



Reach in and  
pull out your  
American Express  
Credit Card—  
it's welcomed from  
Waterloo to Corsica!  
Don't leave your  
homeland without it!



them more culture? Well, one way would be to let the world's great painters and sculptors provide the artwork. What, you ask, would be the result? Look no further, because Mad now reveals what we'd see

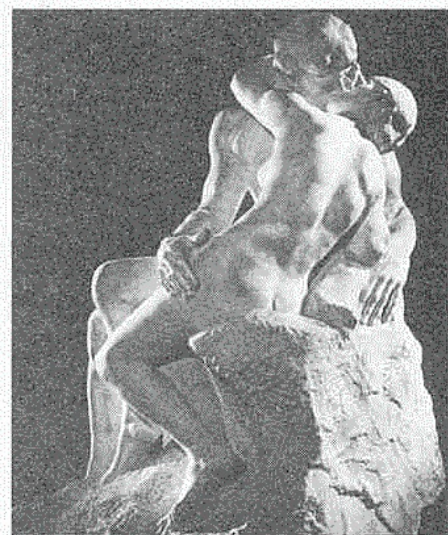
# USE OF OLD MASTERS

WRITER: FRANK JACOBS



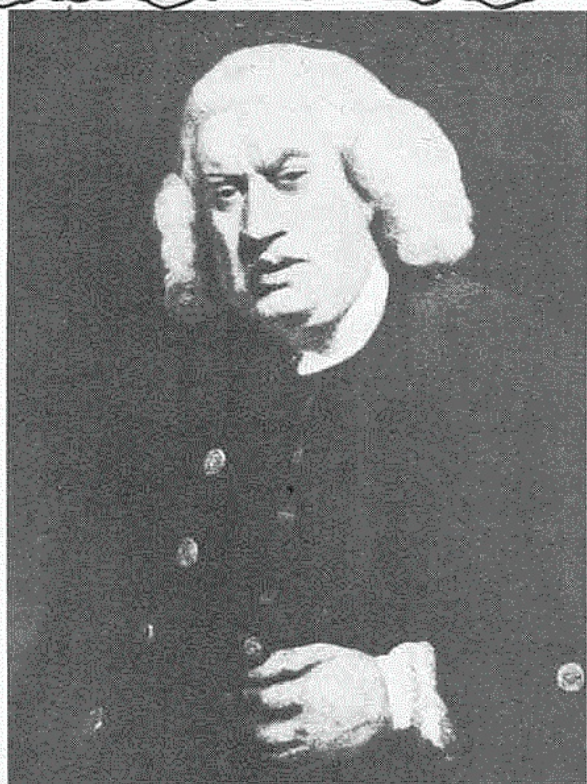
## First the SCOPE... ...then the KISS!

The *modern* way to handle  
the *classic* problem of romance  
after pizza with everything!



when E.F. Hutton talks, people listen.





"I Want My Alka-Seltzer!"

When you've eaten like a pig and feel nauseous. When you're belching in public and embarrassing your friends. When you're bloated and yecchy and kind of feel like throwing up—

TAKE

**Alka-Seltzer**

FOR ACID INDIGESTION,  
HEARTBURN, SOUR STOMACH AND  
OTHER DISGUSTING THINGS.

## ARE YOU SEEING RIGHT?

Or is everything fuzzy and blurred and giving you headaches and making you think you're swacked when you haven't had a drink since last Thursday? Maybe you should have your eyes examined. Could be you really don't have cataracts or glaucoma or some incurable eye disease. Maybe you're just nearsighted or astigmatic or wobble your head a lot when you look at things. So see your eye professional today. You'll be glad you did. So will we.

**SEEING**

*how many lenses and other  
optical stuff we can peddle  
from ads like this*

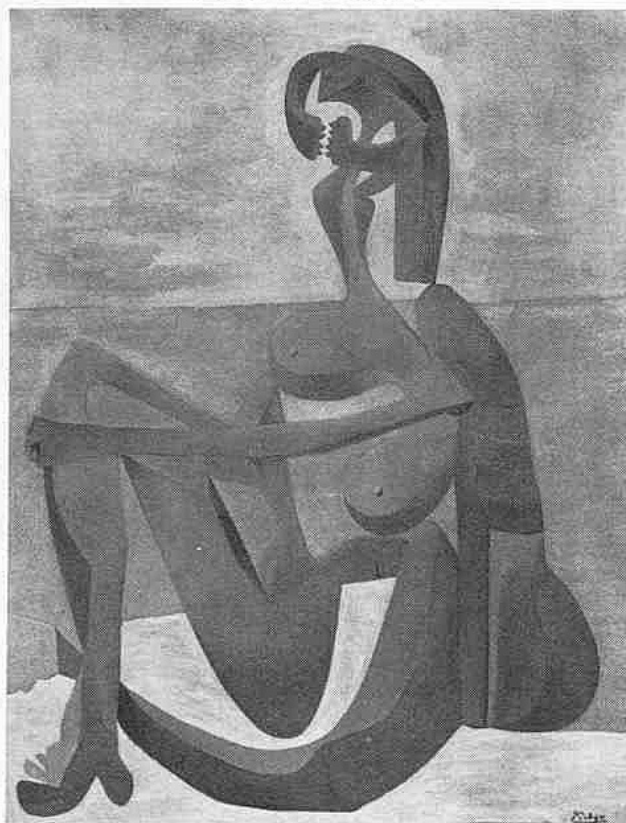
**IS OUR BUSINESS**

**BAUSCH & LOMB**





**THE BEST TEST OF A  
SEALY POSTUREPEDIC  
IS YOU.**

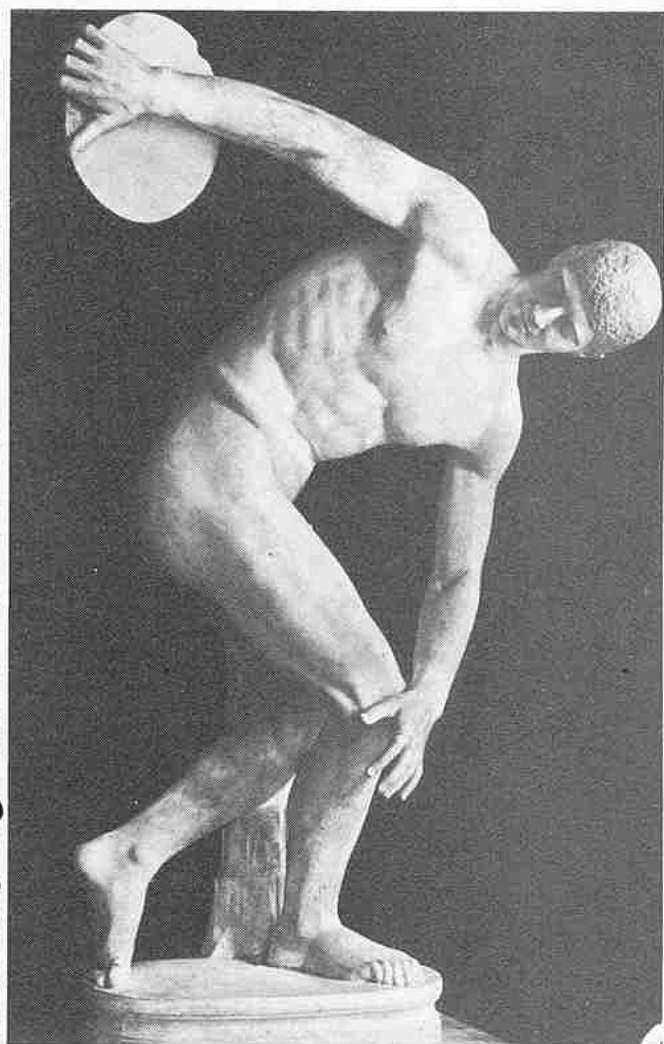


**WHAT AM I THINKING?  
I'M THINKING HOW  
SQUEEZABLY SOFT  
CHARMIN IS.  
AND THAT I  
USED UP THE  
LAST ROLL  
YESTERDAY.**



**CHARMIN Toilet Tissues**

**YOU KNOW  
WHEN YOU NEED  
RIGHT GUARD.**



**Your nose tells you. So do  
your friends, who stay up-  
wind when you're around.  
Not to mention the people  
who get off the elevator  
when you get on. So pick up  
the stick or the spray, and  
for the sake of everyone  
around you—USE IT.**



## CRASH COURSE DEPT.

Some of you hot shots have probably taken a "Drivers Ed" course, and maybe even passed a written exam to get your state license. So now you think you're ready to climb be-

hind the wheel and handle any situation that comes up, eh? Well, we've got news for you, Booby! All those rules you learned, about slowing down at deer crossings and avoiding

# THE MAD PRACTICE

1. If you suddenly realize that you are driving the wrong way on a one-way street, you should...



- A. start driving backwards a whole lot faster than the oncoming traffic is moving forward.
- B. prepare to tell the policeman that you're from England, where driving rules are all the opposite of ours.
- C. switch into the lane reserved for oncoming buses, and start to pray that you're on a route that has lousy, infrequent service.

2. When you pass the scene of an accident and see law officers waiving the traffic through...



- A. stop and thank the policemen for kindly pointing out the grisly sight to you.
- B. pass on by as directed, but then "rubberneck" by staring into your rear-view mirror for the next half a mile.
- C. plow into the accident so you can collect from the insurance companies of the other drivers involved.

3. When driving with a back seat full of restless children...



- A. turn around and look each one in the eye while scolding them, so they will know you mean business.
- B. take your hands off the wheel long enough to grab the worst offender by the throat, and shake him until his teeth rattle.
- C. twist the steering wheel sharply back and forth, so the kids will be too busy picking themselves up off the floor to whine.

7. Upon realizing that you've just slammed and locked your car door with the only car keys inside...



- A. pay the thief who's breaking into a nearby car to break into yours.
- B. climb in through the sun roof. If your car doesn't have a sun roof, go buy a can opener at a nearby store so you can install one.
- C. do what everyone else does: stand there staring through the side window at your keys as if that's going to help somehow.

8. If you accidentally drop a lighted cigarette while the car is in motion;



- A. roll down your windows and immediately drive through a car wash.
- B. roll up your windows and proceed, knowing that the fire will go out as soon as it has used up all the oxygen inside the vehicle.
- C. immediately slip off your shoes, because it's a lot easier to locate something hot on the car floor when you're barefoot.

9. If your contact lens should pop out while you're driving at high speed, you should immediately...



- A. shut your eyes, because seeing only fuzzy images of oncoming traffic is dangerous.
- B. speed up, so you can reach your destination quickly and begin looking for your lost lens.
- C. dive to the floor and hunt for it, since you can no longer see anything through the windshield anyway.



left turns into fire stations, will only be of use to you once or twice in your driving lifetime. You haven't really been tested or even informed about the practical driv-

ing decisions you'll be required to make every day. Lucky for you MAD has corrected this terrible oversight. Quiz yourself and discover the motoring skills you lack with

# CAL DRIVING TEST

ARTIST: PAUL COKER

WRITER: TOM KOCH

4. To avoid being delayed by meandering senior citizens in crosswalks ...



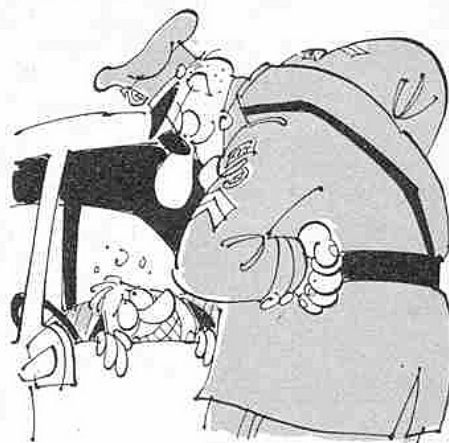
- A. blow your horn suddenly, and then drive under them when they all jump straight up into the air.
- B. open the passenger door and graciously offer to drive them to the nearest curb.
- C. Always carry a bullhorn so you'll be prepared to announce that Hugh Downs is autographing free copies of the Readers Digest for all who hurry over to the Community Center.

5. If your car conks out in a strange town, and you're broke ...



- A. find a temporary job in the area to earn money for the repair bill. Anything that pays over \$1000 a week should be adequate.
- B. try to map out a route home that's downhill all the way, so you won't need an engine that runs.
- C. push your car into the nearest vacant lot and prepare to live there until you hear that you've come into a large inheritance.

6. When flagged down by a policeman for failing to come to a complete stop at a "full stop" sign ...



- A. tell him you have such a souped-up engine that your car goes 20 miles an hour in neutral.
- B. say something in any foreign language, so he'll assume you didn't know what the word on the sign meant.
- C. confuse him by citing Einstein's Theory to prove that nothing in the universe ever comes to a complete stop.

10. If you see red lights flashing to warn you that a bridge is out ...



- A. suggest to the flagman that he tighten his light bulbs so they'll stop blinking.
- B. remember what Burt Reynolds always does and speed up, so you can hurtle across the river without needing a bridge.
- C. roll up the windows before proceeding, so your car will float longer after it hits the water.

11. The best way to take revenge on a rude motorist is to ...



- A. point frantically at his rear tire until worry forces him to stop and check out the situation.
- B. take down his license number and then report his car to the police as a stolen vehicle.
- C. flash a phony badge, gesture to him to pull over, and then whiz on past him when he complies.

12. If you decide to park in a space that's marked with this symbol ...



- A. prepare to tell the judge that you thought the sign meant "Absolutely No Unicycle Parking".
- B. tell anybody who glares at you that your disability doesn't show because it's mental (and dangerous).
- C. immediately put the hood up, so you can claim that your car is disabled, even if you're not.



13. If you become involved in a "fender bender" accident that is clearly your fault...



- A. announce that you have plenty of collision insurance, and then give the other driver the name of a fictitious insurance company.
- B. make light of the damage you've caused by insisting that his crushed grill can easily be snapped back into place.
- C. suggest that your victim take off before your armed bodyguard arrives to "handle things" for you.

14. When required to drive the family cat to the veterinarian all alone...



- A. wear a bird cage over your head for protection, in case Kitty panics and starts clawing everything in sight.
- B. be alert for special problems if you step on the brake pedal suddenly and feel your foot come down on something warm and soft and furry.
- C. stuff the cat into the glove compartment, and then drive at top speed to reach your destination before the air supply gives out.

15. When you're late for work and try to finish dressing while driving...



- A. at least put on your trousers before leaving the house, because that's impossible to do while operating a moving motor vehicle.
- B. be sure to stay off cobblestone streets while applying lipstick, unless you're satisfied to look like an Amazonian witch doctor.
- C. never apply false eyelashes on the freeway, because a thumb seen at that close range can easily be mistaken for a flesh-colored tanker truck.

16. When leaving your car parked in a sunny spot makes your steering wheel too hot to touch, you should...



- A. Press the mysterious button marked "Cruise Control" and hope that it's some kind of device that enables the car to steer itself.
- B. Obtain enough dimes from a nearby bank to feed the parking meter until evening, when the sun will probably go down.
- C. tell your pesky little brother who always wants to drive your car that you've finally decided to let him.

17. When the driver behind you honks because you failed to notice that the red light just turned to green...



- A. glance in the mirror to check the size and gender of the honker before deciding whether or not to make an issue of this.
- B. give the familiar obscene gesture to indicate that you still consider yourself to be superior to him, even though you tend to daydream.
- C. jump out and hand the other driver a dollar, explaining that it's your payment for wasting five seconds of his valuable time.

18. In case of disabling car trouble on along a busy interstate highway...



- A. stay in your parked car with the windows rolled up and the doors locked, because it's better to die of suffocation than be knifed by a passing maniac.
- B. choose the most annoying passenger in your group to walk to a gas station for help.
- C. leave your car in the highway lane where you stalled, so that the first car that comes along will push you into the next town at 60mph.

## INSTRUCTIONS FOR GRADING YOURSELF

The correct answer to each odd-numbered question is "C". The correct answer to each even-numbered question is "A". Except for questions numbered 4, 10, 12, and 16, where this is not the case, as any fool can see. Credit yourself with 8 percentage points for each correct answer.

We realize, of course, that this would give you a total score of 144 percent if you got them all right. However, you couldn't have done that, because all of the multiple choices for at least seven of the questions have been scientifically programmed to be wrong anyway. So there!



A FACE ONLY A MUGGER COULD...DEPT.

# MAD'S 'GOETZ MASK'

SPECIAL  
BONUS

PHOTO: A. TANNENBAUM—SYGMA IDEA: HARVEY KURTZMAN AND WILL ELDER



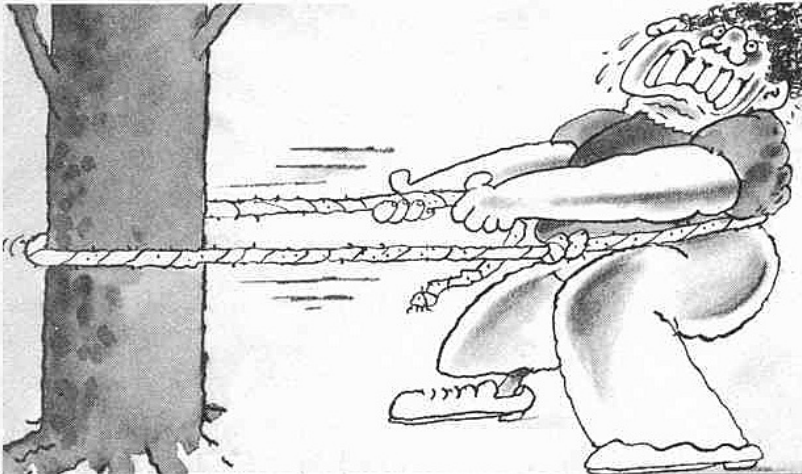
WEAR THIS AND NO MUGGER WILL MESS WITH YOU!!!



TIPS FOR ZIPS DEPT.



# PASTIMES



**TREE TUG-OF-WAR**



**ARM WRESTLING WITH IRONING BOARD**



**DRIP-DRIP SING-A-LONG**



**TWISTER-DODGING**



# for NERDS

WRITER AND ARTIST: PAUL PETER FORGES



**FULL-BODY APPLE-DUNKING**



**ONE MAN TOUCH-FOOTBALL**



**UNICYCLE TO A DRIVE-IN MOVIE**



As President, I have appointed you all to top Government posts because our country is in serious trouble, and I need your suggestions on how to improve things! In other words, I wanted to see what would happen—

# IF THE MILLER LITE BE

I think the first thing we should do is take care of our **NATURAL RESOURCES** ... right, Mickey?

You're doing okay with **YOUR** majestic mountains, doll!!

Lee is the **Secretary of the Interior!** She shouldn't have to take that kind of obscurity from Mickey!

So what's she gonna do...sue the **Chief Justice of the Supreme Court?!?**

**Attorney-General Butkis**, can you come up with any **loopholes in the Constitution...** so we can really hit **ORGANIZED CRIME...**?

There **ARE** no holes in the United States Constitution!

There are **NOW!!**

Considering how badly I used to play first base, I don't know why they made me **Secretary of DEFENSE!!**

Tell Numazawa that's **NOT** what the **Secretary of Energy** is supposed to be doing!

**NO???** YOU tell him!!

Hey, c'mon, you guys!! Le'me in!! This is **NO WAY** to treat the **Secretary of State!!**

**KNOK**

**KNOK**

**TRIPPP!!**  
We the P!



# ER GANG RAN THIS COUNTRY

ARTIST: SAM VIVIANO

WRITER: LARRY SIEGEL

As the Joint Chiefs-of-Staff of the Pentagon, Admiral Robinson and I have developed a new weapon called the "L-Bomb"!

It doesn't destroy as many people as the H-bomb, but it lays waste more countries!

Less killing!!

Wastes great!!

Less killing!!

Wastes great!!

Well, Billy... it looks like you're Secretary of the Treasury—and I'm the Treasury....!

No, George... you're the **TREASURER!** A treasury is a thing, not a person! It's a big, cold, overblown pile of money, and—Hmmm! You may've been right the first time!

Look...! It's that horrible beast again!

Rodney... this meeting is for **IMPORTANT** people! What are **YOU** doing here?

I tell you... the Vice-President don't get no respect!!

Wait a minute! Wait a minute! As Secretary of Housing, I demand to know who made these crummy walls!

**SMASH!**

**WHACK!**





## WHYS UP DEPT.

For thousands of years, philosophers have pondered tough questions like "What is truth?", "What is beauty?" and the ever-popular "What is the meaning of life?" But we at MAD do not aspire to such dizzy heights of cogitation (ahem!). We're still stuck on more mundane questions—questions which, while not earth-shattering in their implications, are certainly just as baffling as the ones mentioned above! We'll show you what we mean with



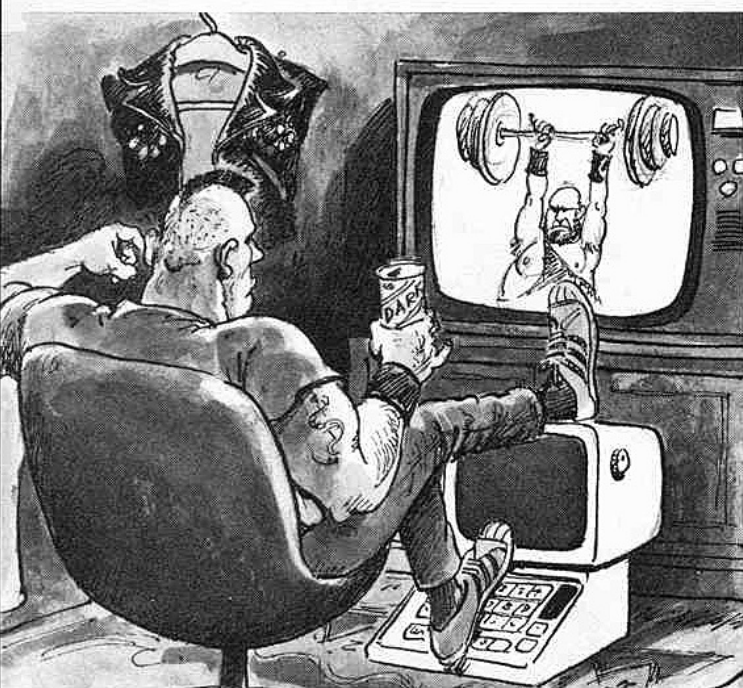
# MAD'S REAL MYSTERIES



Now that everyone in the Western Civilized World knows Howard Cosell has a toupee, why does he still wear it?



Since no one in the country admitted watching *The Dukes of Hazzard*, how did it make it into the "Top Ten" every week?



How many of the two-million-plus Americans who bought home computers last year really found a use for them?



What is it that endears hurricanes to us so much that we give cute names to them...but not to, say, earthquakes and floods?

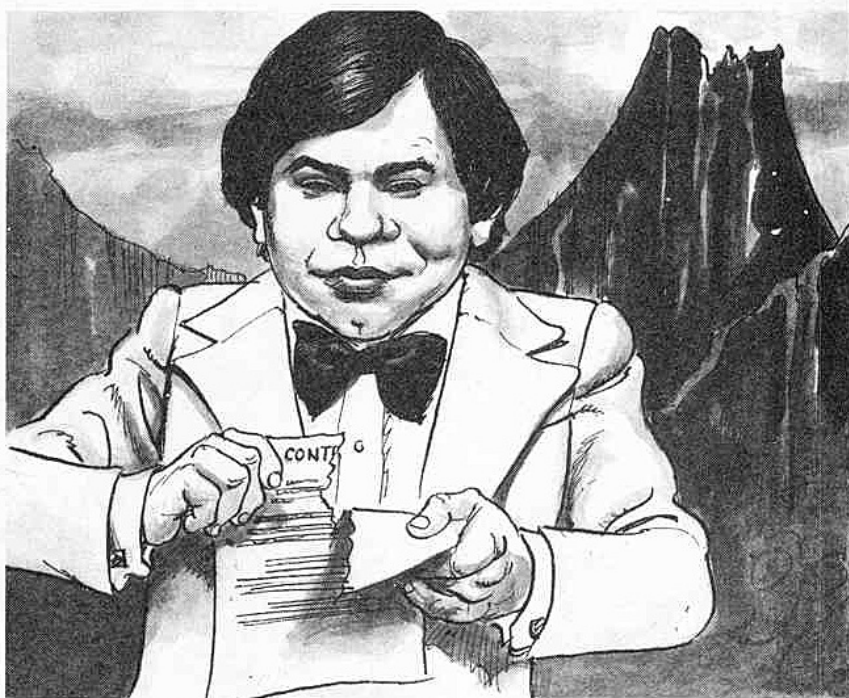


# LY PERPLEXING OF LIFE

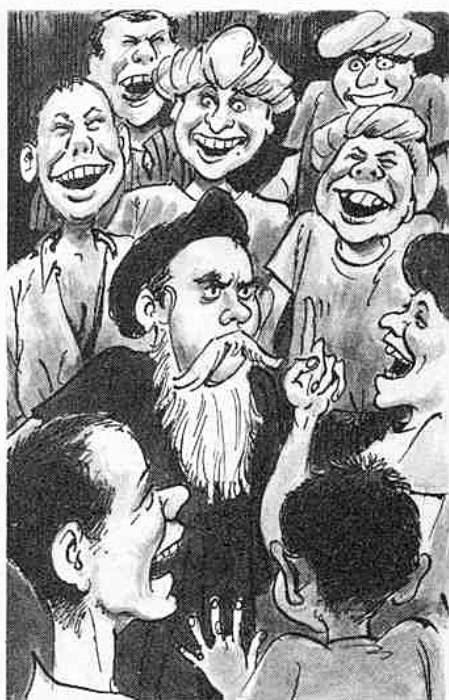
ARTIST: HARRY NORTH WRITER: MIKE SNIDER



Whatever happened to that "Metric System" we were all supposed to be "fully converting to"?



Does Herve Villechaize really think he'll find another co-starring role in a hit TV series that calls for a 3-foot midget who lisps?



Was the Ayatollah Khomeini any fun when he was a kid?



If, as they all claim, the Miss America Pageant is more than a "meat show," why don't they try it without the swimsuit competition, just to see what happens to the ratings?



# ONE FINE FRIDAY EVENING DOWNTOWN





# BEVERLY HILLS

## Cop Out

I'm Axewell Folly! Here in Detroit, cops have to deal with thieves, liars, and foul-mouthed, drug-dealing punks! And that's just me and my friends! You should see what's going on outside the police station!

I'm Detective Folly's supervisor, and I run a **model precinct**—mainly, we **model** our wild car chase scenes after "Smokey and the Bandit!"



I'm Sergeant Taggem, Beverly Hills Police Department! In **this precinct** a detective is **out of uniform** if he's not wearing a **smile and a carnation!**



I'm Silly Rosewater, and I work with Sgt. Taggem! We're real **tough** on criminals here in Beverly Hills! For instance, the prisoners' **private phones** aren't even **push button!**



I'm Dreamie Slumbers, Axewell's friend from the **old days!** Now I manage a **posh art gallery** that sells **trash** as modern sculpture! It isn't difficult to sell trash in L.A.—they sold this **movie plot**, didn't they!



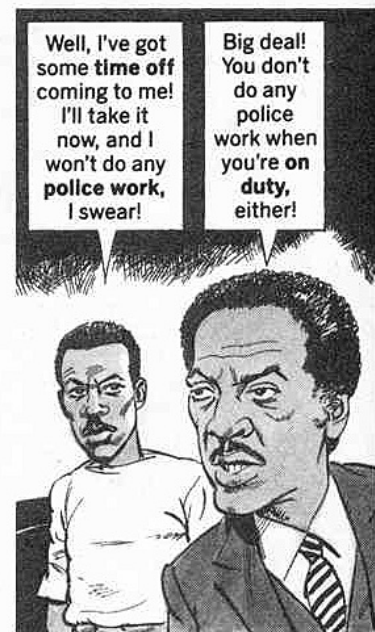
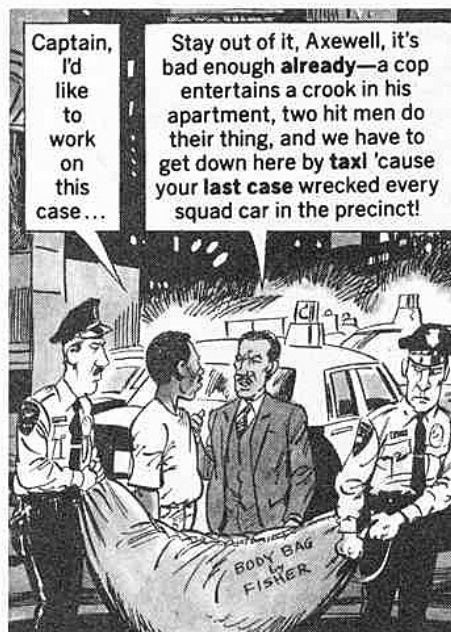
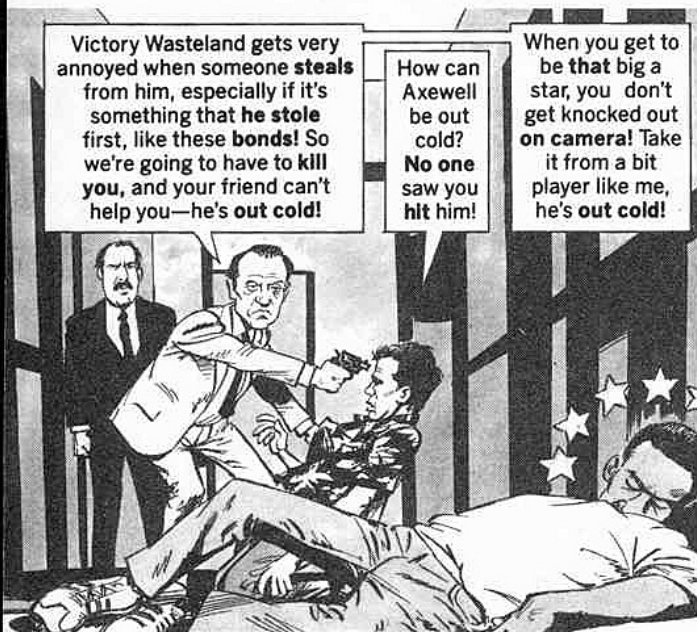
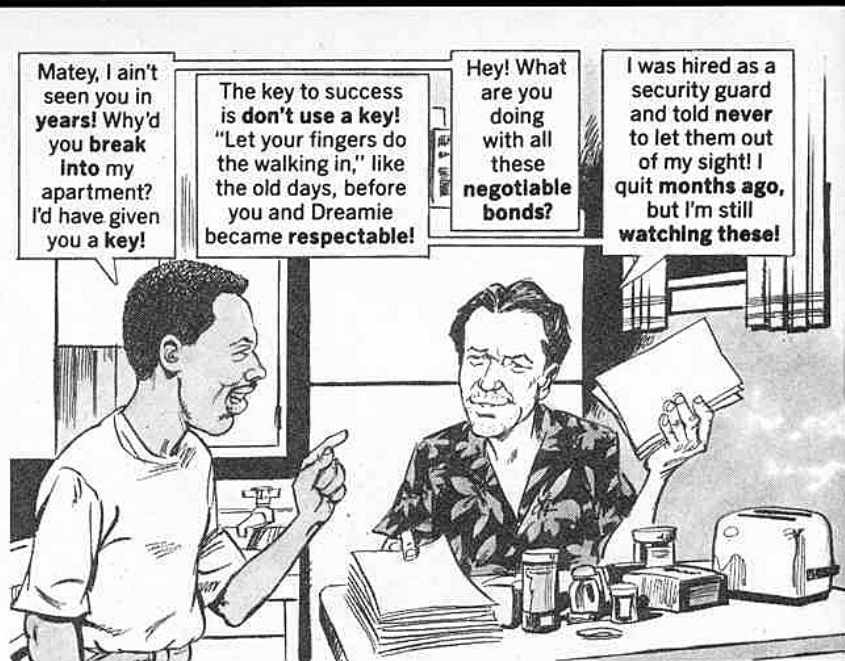
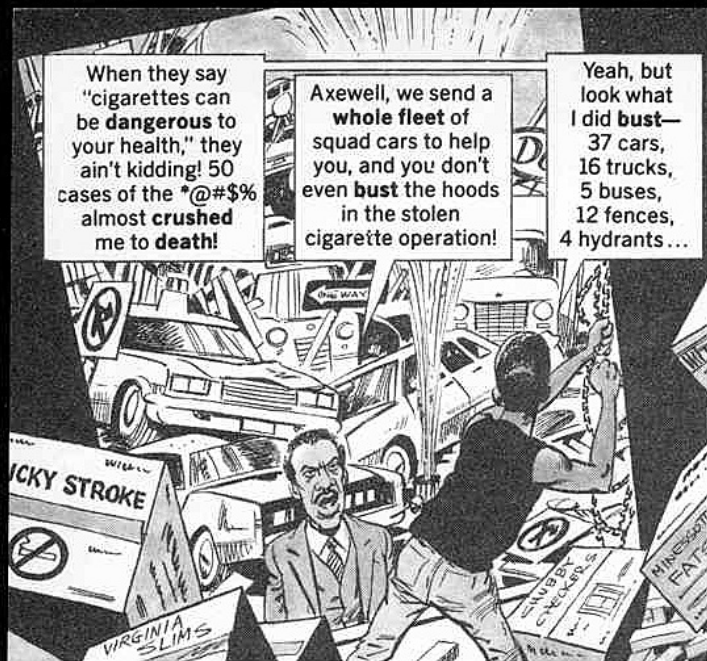
I'm Victor Wasteland! I own the art gallery and use it as a **front** to **smuggle bonds and drugs** past the customs inspectors at **LAX airport!** "LAX" is a good name for an L.A. airport—it certainly describes the officials!



We're the **Pointer Sisters!** No, you don't **see** us in this flick, but if you can tune out the sounds of tires screeching, sirens blaring, and cars smashing, you may hear us **singing** on the **sound track!**













Hmm, two guys drive all the way from the **airport** to this **warehouse** just to take bonds out of a **crate** and put them in a **briefcase**! If they did that on the **truck**, they could get rid of this warehouse and cut down on a lot of their **overhead**. Well, since there's **nothing suspicious** going on around here, I'll take a break! I'll go find Taggem and Silly who are supposed to be **telling** me, and take them to a **sleazy cafe**!



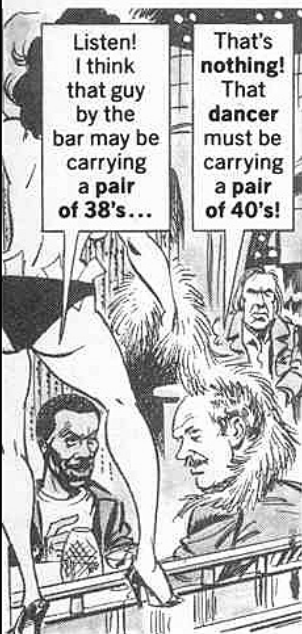
Hey guys, should I tie a **rope** to your car so you'll be able to **follow** me this time, or will you just hop into **my** car and make it **easy** on all of us?

Okay, Axewell, we'll go with you, but we'll **both** sit in the **back seat**! This way we can tell the Captain we were **right behind** you the whole time!



Listen! I think that guy by the bar may be carrying a pair of **38's**...

That's **nothing**! That **dancer** must be carrying a pair of **40's**!

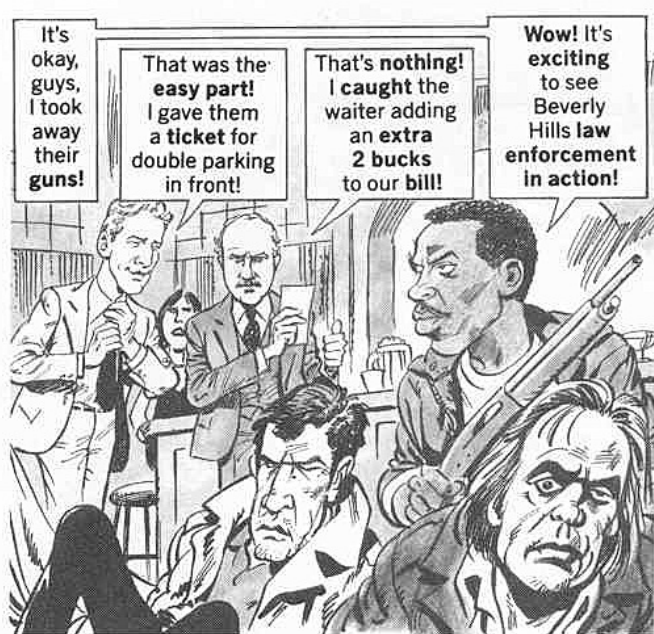


It's okay, guys, I took away their **guns**!

That was the **easy** part! I gave them a **ticket** for double parking in front!

That's **nothing**! I caught the waiter adding an extra **2 bucks** to our bill!

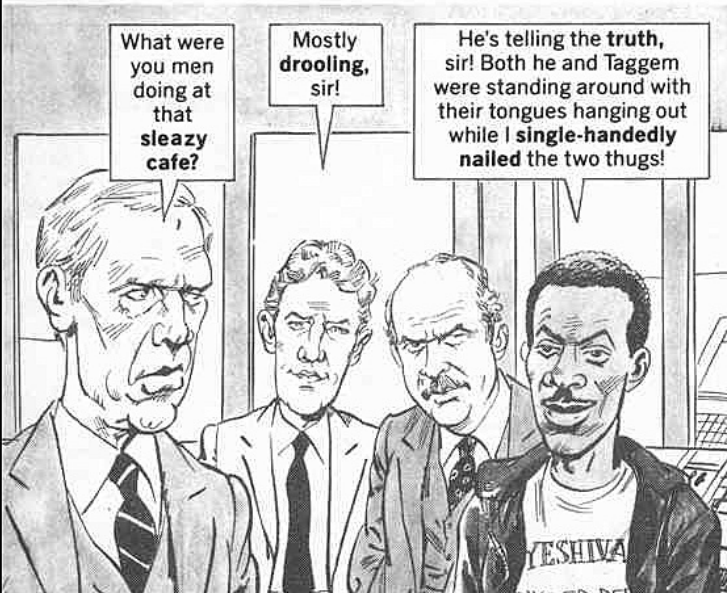
Wow! It's exciting to see Beverly Hills law enforcement in action!



What were you men doing at that **sleazy** cafe?

Mostly **drooling**, sir!

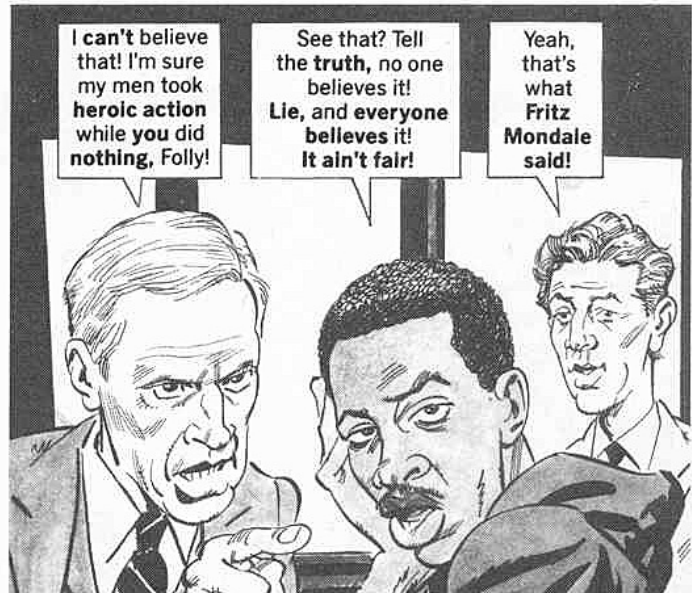
He's telling the truth, sir! Both he and Taggem were standing around with their tongues hanging out while I **single-handedly** nailed the two thugs!



I can't believe that! I'm sure my men took **heroic** action while you did **nothing**, Folly!

See that? Tell the truth, no one believes it! Lie, and everyone believes it! It ain't fair!

Yeah, that's what Fritz Mondale said!







I've been **snooping around**, and I know Victor Wasteland's art gallery is just a **front** for his drug and negotiable bond smuggling operation!

Can you prove this?

I have these **coffee beans**...

That would make **insufficient grounds**!

Hey, I'm supposed to say all the **funny lines**!

Besides, every **cop** knows that smugglers use **coffee** to hide the **scent** of drugs from our **trained dogs**!

Maybe **Detroit** cops know that! In Beverly Hills, we don't have to deal with that sort of thing!

But... but...

Speaking of "**but**," get **yours** back to Detroit, Folly! That's an **order**! You've caused enough **trouble** around here!

Silly, do you want to **stop a crime** from being committed?

Yes, that's why I have to **watch you pack**! The chief said you'd probably steal everything in your hotel room that isn't **nalled down**!

I mean that **rat** Victor Wasteland! Can't I appeal to your **sense of justice**?

Sorry, Folly, but I'm **unshakable**!

Then how about this—help me **naïl** Wasteland, and I'll buy you an **ice cream cone**!

Now you're talking! Let's go get the **bum**!

Okay, Silly, Dreamie and I are going to **sneak into the warehouse** to get **evidence**! What are you going to do?

I'm going to **sit here and pray** you're back before this **meter runs out** 'cause I don't have any **change**!

With cops like **you** on the job, someone would have to be **crazy** to attempt a **crime** in this area!

Hmm, they're taking Dreamie away at **gunpoint**! I know it's **against regulations** to have a **hunch**, but I can't **help myself**! I'm having an honest-to-goodness **hunch** something's **wrong**! I'm going in there...

48 HOURS BY NICK NOLTE

Okay, everyone, "**Freeze**," don't you, **creep**?

Thank you, sir! Okay, **freeze**!

Now, Silly! Let's blast these **cruds**!

I hope I have enough **bullets** for this thing! Let's see, I started with 6 when I joined the force, I fired one or two at the practice range last year, lost one at the movies...

BAM BLAM!!



Taggum, I've done **something stupid**—  
I got involved in **fighting crime**!  
We're on our way to Wasteland's house,  
but **don't say anything** to the Chief!  
You know he'll have a **fit** if we fire a  
bullet and put a hole in **Beverly Hills**!

Help is **on the way**!  
And they'll fit right  
in with the way **law is**  
**enforced** around here!  
We're sending the  
**Keystone Cops**!

Okay, guys,  
we may be  
**outnumbered**,  
but we can  
even things  
up by using  
the element  
of **surprise**!

You mean  
like we  
**ring the**  
**bell**,  
then hide  
in the  
**bushes**?

I was  
thinking  
more like  
scaling  
the wall  
with  
guns  
**blazing**!

Couldn't we  
just turn  
on their  
**sprinklers**  
and book  
them for  
"**over-**  
**watering**?"

I've killed 17  
already, and I  
haven't fired  
my **second shot**!  
Being a big  
star certainly  
does have  
its **advantages**!

I've **injured**  
**someone, too!**  
**Myself!**  
Which way  
does the  
**pointy**  
part of  
this go?



What  
went  
on  
here?  
And I  
want  
the  
**truth**!

Well,  
sir,  
Wasteland  
was  
running  
a  
**smuggling...**

I  
said  
I  
want  
the  
**truth**!

They  
took  
Dreamie  
away  
at  
**gunpoint**  
and...

For  
the  
**last**  
**time**,  
I want  
the  
**real**  
**truth**!



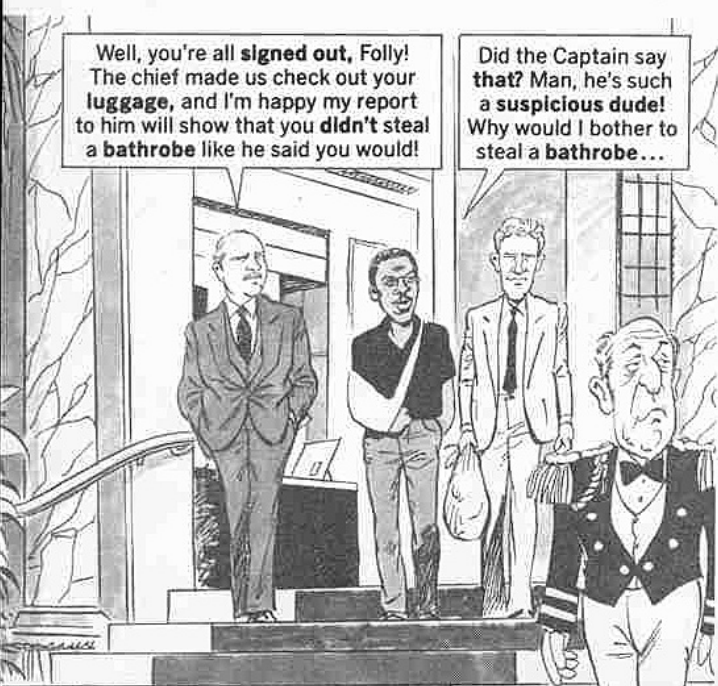
The **real truth**? Well, it seems that the studio had an idea for  
a **cop movie**, but it was **thin on plot and dialogue**, so they  
figured if they got **me** to do it, I'd do my **sh\*tick**, **mug** my way  
through, and cover up all the **weaknesses** like I **usually do**!  
Throw in some **car chases** and **wreck scenes** and  
we're a **guaranteed box office smash**!

Now, that's the **real truth**!



Well, you're all **signed out**, Folly!  
The chief made us check out your  
**luggage**, and I'm happy my report  
to him will show that you **didn't steal**  
a **bathrobe** like he said you would!

Did the Captain say  
**that**? Man, he's such  
a **suspicious dude**!  
Why would I bother to  
steal a **bathrobe**...



...when I can steal  
a whole **bathroom**!





# THE TRIVIA PURSUIT SURVIVAL KIT

## (CONT.)

If you liked these, remember, there are 6,000 Trivial Pursuit questions that everybody knows the answers to by now!



*Genius*

- P** See your doctor immediately
- OT** Bubbles LeJoy, during an all-night Christmas party in 1957
- R** Playtex Cross Your Heart Bra
- Z** Contraceptives
- EB** Three weeks, four days. The rest of the time he was just as lost as the rest of them
- IE** Tupperware

*Genius*

- P** Joan Collins
- OT** guy in an alley with a knife
- R** Jimmy Carter
- Z** A fluke
- EB** Lucky Strike Makes Fatal Tumors
- IE** Pick 'em

*Genius*

- P** George Bush
- OT** The director
- R** About 60,000 American G.I.s, to pregnant women throughout Europe and the South Pacific
- Z** False, but only because they didn't think of it at the time
- EB** Don King's hair
- IE** "Pi a la mode"

*Genius*

- P** KL5-1878, if no answer, KL5-7713
- OT** Call up a carpet store and have them send somebody over to measure
- R** All of them
- Z** Being God
- EB** Not much
- IE** Billy Martin

*Genius*

- P** \$1.28
- OT** "I am not a cook!"
- R** Gloria Steinem
- Z** Cheap Elvis imitators
- EB** President Grant, his wife, his bartender and two secret service agents
- IE** *Mad Magazine*, however *The Congressional Record* is also acceptable

*Genius*

- P** Your fingernail
- OT** On the other side of this card
- R** Muggers
- Z** The Jacksons' accountants
- EB** "Bring home a quart of milk"
- IE** Working toilets



# THE TRIVIA PURSUIT SURVIVAL KIT.

While the Trivia Pursuit craze lasts, please accept our condolences (and this attempt to cash in on the craze.)

**P** Who boasts "Over 50 billion served"?

**OT** According to the old adage, "There is a \_\_\_\_\_ for every light on Broadway"?

**R** Who was the last American President to die in office?

**Z** What is the term for when an insurance company pays twice the face value on an insurance policy?

**EB** What did "L.S./M.F.T." really stand for in the old advertisements?

**IE** Whose nose is bigger: Barbra Streisand, Karl Malden or Jamie Farr?

**P** What should you do every time you pass "Go"?

**OT** Who was the first woman to ever sit on the Supreme Court?

**R** For a brief time, what product's slogan was "Plop, Plop, Fizz, Fizz"?

**Z** According to experts, if more people used them, 79% of all accidents in automobiles could be prevented. What are they?

**EB** How long did Moses lead the Israelis in the desert?

**IE** According to scientists, if a nuclear war occurs, only three things on earth will definitely continue to exist: rats, cockroaches and \_\_\_\_\_?

**P** What is Secret Agent James Bond's number?

**OT** What is the fast, easy method for determining the area of a room?

**R** On which episode of Star Trek did Chief Engineer Scott make miracle emergency repairs on the Enterprise to save the Starship from certain doom?

**Z** What is "the world's oldest profession"?

**EB** What does the "E.P.A." stand for?

**IE** What famous athlete retired with a record of 49-0, 40 by knockout?

**P** Who is famous because "he don't get no respect"?

**OT** In the "Friday The 13" movie series, who was the maniac?

**R** During World War II, who said "I shall return!" and to whom?

**Z** True or False: The inscription at the base of the Statue Of Liberty (Send me your poor, your huddled masses etc.) has a footnote below it which specifically excludes the Irish?

**EB** What is the only man-made structure visible from space?

**IE** 22/7 is the mathematical ration "Pi." What is the mathematical term for 22/7 plus 1?

**P** What is the medical name for the calcium growth sometimes found in your nose?

**OT** Where is it written "Neither rain, nor sleet, nor dead of night, shall keep these carriers from their appointed rounds"?

**R** What large, predatory animals can always be found gracing the entrance to the famed New York City 42 Street library?

**Z** Who called their 1984 concert tour "Victory"?

**EB** What is the "international note"?

**IE** According to the old soldier's adage, "There are no \_\_\_\_\_ in a foxhole"?

**P** What is the capital of Haiti?

**OT** What was the famous line uttered by then Vice President Richard Nixon to Nikita Khrushchev in the historic "Great Kitchen Debate"?

**R** Who freed the slaves?

**Z** "Love Me Tender", "Heartbreak Hotel" and "I'm All Shook Up" are all sung by \_\_\_\_\_?

**EB** Who's buried in Grant's tomb?

**IE** What famous publication's contributors are usually referred to as "the usual gang of idiots"?

Turn page for answers